Food Packer

The National Magazine of Production and Management

Canning Glasspacking Freezing

January, 1956

Man-of-the-Month:
William U. Hudson

- **Ritter Is A Household Word** – *Page 32*
- **Regional Convention Round-Up** – *Page 43*
- **Convention Directory – 1956** – *Page 55*
- **Color Studies With Fruits And Vegetables** – *Page 64*

Pre-Convention Issue

A Vance Publication

woodruff seed

FOR A BETTER PACK OF *Beans*

Section of F. H. Woodruff & Sons' Breeding Grounds at Sacramento, Cal.

Inset shows a Woodruff introduction, Kinghorn Special Wax Beans, one of the most popular canning and freezing varieties in use today.

NEW STRAINS

IDEAL FOR PACKERS . . . THE RESULT OF FAMOUS WOODRUFF BREEDING, RESEARCH AND DEVELOPMENT. WITH WOODRUFF VARIETIES YOU GET BETTER STRAINS SOONER . . . CONSISTENTLY BETTER PACKS. YOU ALWAYS STAY AHEAD WITH WOODRUFF QUALITY SEED.

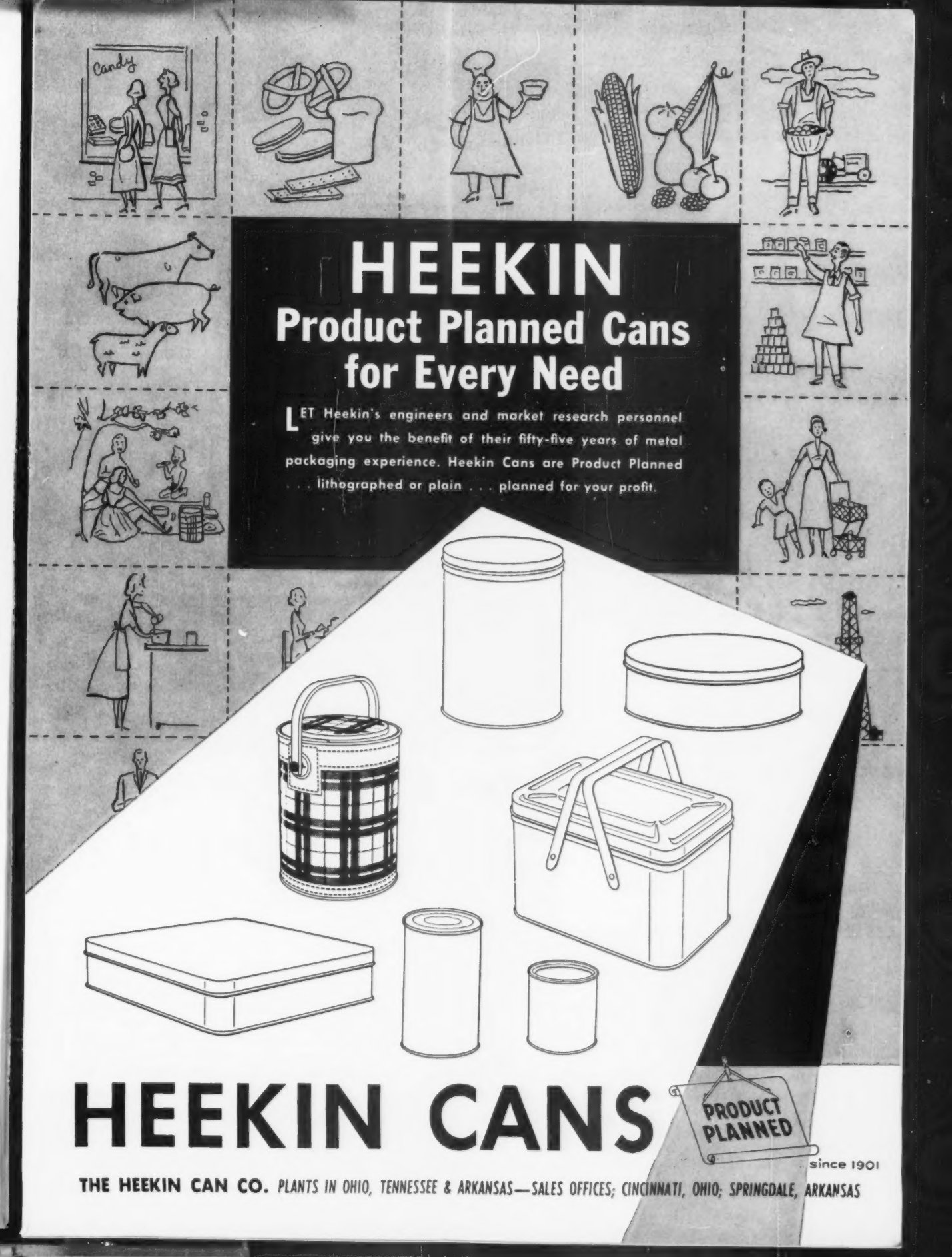
WELCOME NCA MEMBERS!
We'll be glad to see you at Booth 2 — Vegetable Avenue. Park your "duds" with us!

F. H. Woodruff SEEDS

F.H.WOODRUFF & Sons, Inc.

Seed Growers

Milford, Conn., Bellerose, L. I., Salisbury, Md., Atlanta, Sacramento, Mercedes, Tex., Toledo



HEEKIN

Product Planned Cans for Every Need

LET Heekin's engineers and market research personnel give you the benefit of their fifty-five years of metal packaging experience. Heekin Cans are Product Planned . . . lithographed or plain . . . planned for your profit.

HEEKIN CANS

PRODUCT PLANNED

since 1901

THE HEEKIN CAN CO. *PLANTS IN OHIO, TENNESSEE & ARKANSAS—SALES OFFICES; CINCINNATI, OHIO; SPRINGDALE, ARKANSAS*

® 50-A SPICE PROCESS
U. S. Patent No. 2,636,824

Take natural whole spice—

GRIND it to a 60 mesh

(as everyone can)

ordinary ground black pepper magnified 30 times.

NOW GRIND these particles finer-

60 times finer!

(as only Stange can do)

50-A micro-ground black pepper also magnified 30 times.

and you achieve Stange's

NEW 50-A® SPICE

The vast number and minute size of 50-A Spice Particles...

1. Eliminate specking and formation of hot spots
2. Permit uniform and thorough distribution of natural spice throughout each batch of food product
3. Make possible the standardization of flavor
4. Provide maximum availability of flavor, constant control of flavor intensity plus maximum retention of flavor
5. Available in individual spices (pepper, nutmeg, cinnamon, etc.) or in complete blends. 50-250 lb. bulk containers or batch-size packages.

50-A Spice Also Available in Micro-Cream Seasonings.. a combination of new 50-A spice plus C.O.S. (Cream of Spice) seasonings. By combining the two types (soluble and ground spice), Stange can now produce seasoning blends utilizing the special advantages of each to achieve the most satisfactory flavor, color and solubility in the finished product.

Wm. J. Stange Co. CHICAGO 12, ILLINOIS

OAKLAND 21, CALIF. PATERSON 4, N.J. STANGE-PEMBERTON, LTD, NEW TORONTO, ONT. STANGE-PESA, S.A. DE C.V. MEXICO, D.F.

Food Packer

January 1956

CONTENTS

Antitrust And Restraint Violations? ..... **Page 22**
The Federal Trade Commission's activities pose problems of dubious logic.

Ritter Is A Household Word ..... **Page 32**
How a basic philosophy is used in business for sound success.

Sweets From Beets ..... **Page 36**
A growing industry mechanizes and streamlines itself in a comparatively short period for future growth.

Convention Round-Up ..... **Page 43**
What happened? Who was elected? The low-down on state and regional meetings in a nutshell.

Outlook For Canning Industry – 1956 ..... **Page 54**
George B. Morrill, Jr., outgoing NCA president, notifies the industry that carryover and supply-demand appear in balance for coming year.

Convention Directory – 1956 ..... **Page 55**
Who do you want to see? What do you want to do? Directory and exhibit floor-plan make it easy.

Grape Yield And Quality ..... **Page 62**
New York controlled experiments prove that it's possible to combine quantity and quality.

Report On Color Studies With Fruits And Vegetables ..... **Page 64**
Dr. Wilbur Gould gives a comprehensive report on the ASHS meeting.

Carotene – A New Product ..... **Page 72**
A "natural" coloring product now a laboratory-produced reality.

Man-Of-The-Month – William U. Hudson ..... **Page 76**
Vice president, Gerber Products Company and president-elect of the National Canners Association expresses a valuable philosophy.

DEPARTMENTS

People & Plants ... 13
Between The Lines ... 29
What's New? ... 46
Freezing News ... 50
Classified Advertising 75
The Market Place ... 52
Advertisers Index ... 74

Vol. 37, No. 1 FOOD PACKER (formerly Canning Age.) Title registered in U. S. Patent Office. Copyright, 1955, Vance Publishing Corporation.

Office of publication: 1309 N. Main St., Pontiac, Ill. Executive and editorial offices: 139 N. Clark St., Chicago 2, Ill. Telephone: FInancial 6-5380.

Subscription rates: U. S. and possessions, Canada, $3.00 per year; two years, $5.00; three years, $7.00; other countries, $10.00 per year. Single copies, 25 cents each. Copies of issues prior to current year, if available, $1 each.

New York Office: Jerry Regan, District Manager; Room 5622, Grand Central Terminal. 70 E. 45th St. Telephone: MUrray Hill 3-8333.

West Coast Representative: Charles W. Hoefer; 1664 Emerson St., Palo Alto, Calif. DAvenport 4-2661.

Eastern Editor: Don Carlson; Room 5622, Grand Central Terminal, 70 E. 45th St., New York. Telephone: MUrray Hill 3-8333.

West Coast Editor: Dexter Johnson, 3128 Northeast Bryce St., Portland 12, Ore.

Entered as second class matter, August 2, 1952, at the Post Office, Pontiac, Illinois, under the Act of March 3, 1879. FOOD PACKER is published monthly except in October when published semi-monthly (including the Buyers' Guide and Reference Issue published in October) by Vance Publishing Corporation. Herbert A. Vance, President and Treasurer; A. A. Hood, Vice President; A. E. Monetti, Secretary. Also publishers of American Lumberman, Wood & Wood Products, and Home Maintenance & Improvement.

Herbert A. Vance, Publisher
C. Melvin Carlson, Business Manager
James W. Crossett, Editor
Lorraine Camper, Associate Editor
Dr. W. A. Gould, Quality Control Editor
Robert Y. Kerr, Washington Editor
Don Carlson, Eastern Editor
Dexter Johnson, Western Editor
R. B. Lundahl, Advertising Production
Elmer O. Olin, Circulation Manager

Events To Come

Jan. 5-7. Northwest Canners Association, annual convention, Multnomah Hotel, Portland, Ore.

Jan. 8-10. Northwest Frozen Foods Association, annual convention, Multnomah Hotel, Portland, Ore.

Jan. 9-10. Canners League of California, second anual convention for processor's fieldmen, University of California, Davis, Calif.

Jan. 15-22. National Canners Association, National Food Brokers Association, and Canning Machinery & Supplies Association, annual meeting, Atlantic City, N. J.

Jan. 17-19. Annual Michigan conference for processor's fieldmen, Michigan State College, Lansing, Mich.

Jan. 29-Feb. 1. Frozen Food convention (NAFFP), Waldorf Astoria Hotel, New York City.

Feb. 1-3. Pennsylvania Canners Association, 11th annual fieldmen's conference, Pennsylvania State University, University Park, Pa.

Feb. 7-22. Wisconsin vegetable & potato growers meetings. Potato growers – Feb. 7, Spooner; Feb. 8, Rhinelander; Feb. 9, Antigo; Feb. 14, Milwaukee. Vegetables growers – Feb. 22, Milwaukee.

Feb. 8-9. Ohio State Canners school. Student Union, Ohio State University, Columbus, Ohio.

Feb. 16-17. Ozark Canners Association, 48th annual convention, Colonial Hotel, Springfield, Mo.

FRONT COVER

The scene of the national convention will center around Atlantic City's famous boardwalk. Many convention goers will find themselves in the same scene that is depicted on our front cover.

control's the thing...

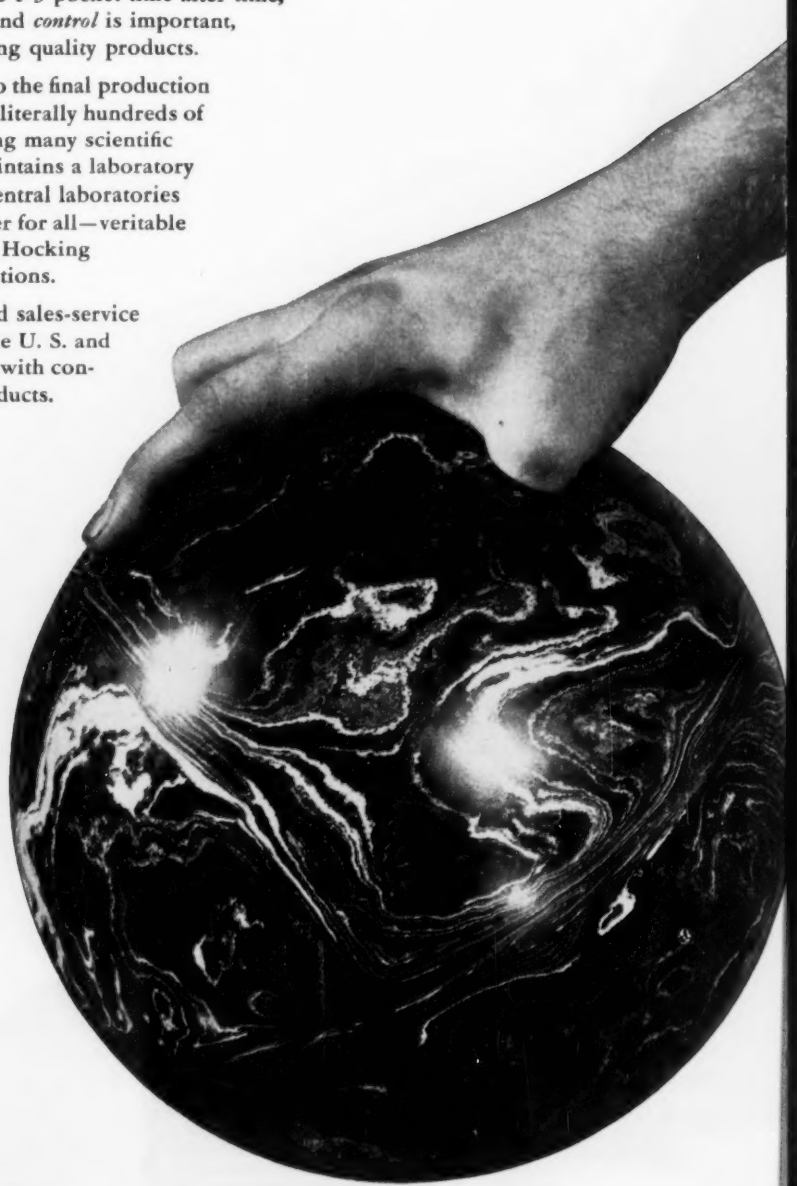
WITH ANCHOR HOCKING, TOO

It's steady *control* that rolls the ball in the 1-3 pocket time after time, picks up all the wood on tough spares. And *control* is important, too, in the manufacture of Anchor Hocking quality products.

From the selection of all raw materials to the final production line inspection, Anchor Hocking employs literally hundreds of exacting *controls,* tests and checks involving many scientific testing devices. Although each factory maintains a laboratory of its own for quality control purposes, central laboratories at Lancaster, Ohio, serve as a control center for all—veritable watchdogs that make certain that Anchor Hocking products comply with their rigid specifications.

Eleven strategically located factories and sales-service representatives in 25 principal cities in the U. S. and Canada await the opportunity to serve you with controlled high quality Anchor Hocking products.

Anchor® Metal and Molded Closures provide dependable, attractive and efficient seals—their uniformly high quality a result of exacting quality controls.



50th Anniversary

The accuracy of tools and gages are maintained by regular inspections with electronic instruments that check measurements to ten millionths of an inch.

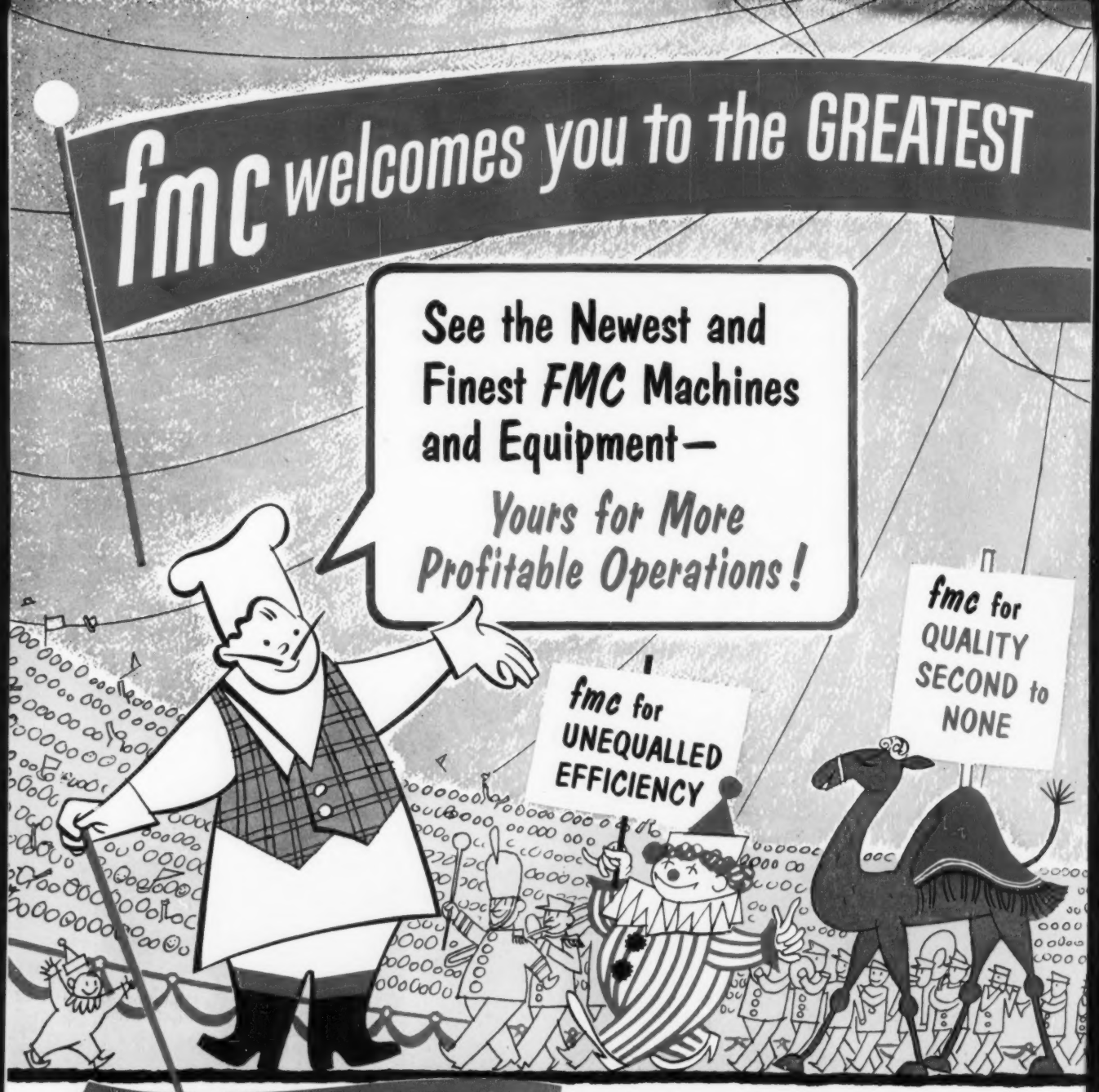
Coatings on closures removed from test packs are regularly checked and evaluated to make certain they comply with rigid specifications.

Employing a number of essential gages, detailed checks are made regularly to maintain the uniform high quality for which Anchor Caps are noted.

ANCHOR HOCKING
GLASS CORPORATION

GENERAL OFFICES — LANCASTER, OHIO

ANCHORGLASS CONTAINERS. ANCHOR METAL AND PLASTIC CLOSURES. ANCHOR SEALING MACHINES. CARTONS AND PACKAGE ENGINEERING SERVICE . . . FOR PACKERS, MANUFACTURERS, BOTTLERS OF FOODS, DRUGS, HOUSEHOLD CHEMICALS, COSMETICS, TOILETRIES, BEVERAGES, BEERS, ALES, WINES AND LIQUORS.


fmc welcomes you to the GREATEST
See the Newest and Finest FMC Machines and Equipment—
Yours for More Profitable Operations!
fmc for UNEQUALLED EFFICIENCY
fmc for QUALITY SECOND to NONE

You're cordially invited to inspect these

Big Top Equipment Stars!

FMC Model 3A Corn Cutter

Nothing ever before like it! Cuts corn, cuts costs, greatly improves the product! No one responsible for processing corn for canning or freezing should miss seeing this sensational new cutter! You'll learn what high-speed ASD — Automatic Size Detection — really means!

FMC "STERILMATIC" Continuous Pressure Cooker and Cooler

One of the new FMC 3 shell "Sterilmatic" units will be shown at our booth — your chance to see what's being done in the most advanced processing lines of this type! FMC representatives will be on hand to answer all your questions on this and other FMC equipment.

...and many other FMC Stars including:

"Sure-Way" Caser
Carruthers Filler
Non-Shock Caser
30-Pocket M&S Filler
20-Pocket M&S Filler
24-Valve Juice Filler
Knife Honer
French Style Bean Slicer
Telescoping Pocket Hand Pack Filler
Air Blast Can Dryer
High-Pressure Steamer
Corn Husker
"Key" Cleaner
Deaerator
15-Station Pea & Bean Filler
"Jet" Disposer

CANNERS SHOW on Earth!

fmc for TOP PERFORMANCE

fmc for complete HIGH-SPEED LINES

fmc for PRECISION OPERATIONS

fmc—long on ECONOMY

fmc— YEARS AHEAD IN DESIGN

SEE YOU AT THE SHOW!

This year FMC is going to have one of the largest and most interesting displays it has ever had at a Canners Show. Of the more than 20 units to be shown, many will be shown for the first time. All of them are either new items for FMC, or incorporate new features that are sure to capture your attention. We hope you will be there to share in the activity and meet with us at our FMC booth. Welcome to FMC... and the Greatest Canners Show of them all!

C. W. Wilson

THE PLACE
Atlantic City, New Jersey

THE DATES
January 18 to 21, 1956

BOOTH ADDRESS
#1 Soup Avenue
Headquarters for the Canning Machinery Division of FMC

fmc FOOD MACHINERY AND CHEMICAL

Key To Better Equipment

FOOD MACHINERY AND CHEMICAL CORPORATION

Canning Machinery Division

General Sales Offices:

WESTERN: SAN JOSE 6, CALIFORNIA

EASTERN: HOOPESTON, ILLINOIS

You are Invited

TO VISIT OUR BOOTH

BOOTH 3–Vegetable Avenue

AT THE ATLANTIC CITY CONVENTION

January 18-21

CANNERS EXCHANGE
LANSING B. WARNER, INC.
CHICAGO, ILL.
"THE INDUSTRY'S OWN INSURANCE PLAN PROVIDING INSURANCE AT ACTUAL COST SINCE 1907"
"$26,000,000 IN SAVINGS REFUNDED TO POLICYHOLDERS"

Booth 3

VEGETABLE
AVENUE
ATLANTIC CITY
NEW JERSEY

Get the good news on the 1955 results—the 48th year of successful operation of the industry's own insurance plan.

Savings to date have amounted to over $29,000,000—averaging 40% of customary premiums.

If you are not a policyholder, it will pay to get full details.

Stop and see us—we'll be looking for you.

LANSING B. WARNER, INC. ★ INSURANCE ★

Canners Exchange®

LANSING B. WARNER, INC.

4210 PETERSON AVENUE • CHICAGO 30, ILL.

48 YEARS OF DEPENDABLE SPECIALIZED FIRE INSURANCE FOR FOOD PROCESSORS

FOR FANCY PACKS THAT BRING REPEAT BUSINESS

PLANT FERRY-MORSE SEEDS

BEANS, BLUE LAKE STRINGLESS FM-1 ▶

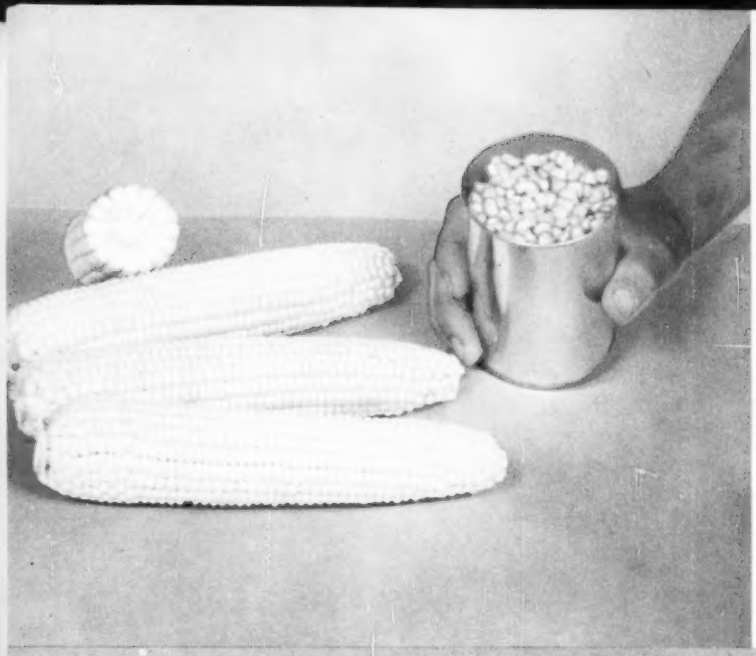
- A robust pole bean, stringless at all stages
- Thick, uniformly green flesh with no white around seeds
- Heavy yield of straight pods 5″ to 5¾″ long
- Highly resistant to Common Bean Mosaic

These are only some of the many reasons why buyers are willing to pay premium prices for Blue Lake Stringless FM-1 packs. This bean is a good example of how F-M breeders tailor-make varieties to suit critical canning and freezing needs . . . and consumer preferences.

◀ BEANS, PROCESSOR

- White-seeded bush type, resistant to Common Bean Mosaic
- No cavity around seed in mature pod
- High yield of round, smooth, stringless medium-green pods
- Clear liquor color

Processor is the end result of hundreds of crosses, selections and trials by Ferry-Morse breeders to develop a white-seeded bean that would meet the needs of all kinds of processors. It makes a high percentage of small sieve sizes.



◀ SWEET CORN, F-M CROSS
(ForeMost Y-1)

- High cut-off percentage, bright, golden color and high sugar
- 8" to 8½" ears with 14 to 16 rows of deep, narrow kernels
- Wilt-resistant plants hold ears high
- Heavy, concentrated, early yield

From an experimental hybrid to our most popular canning and freezing variety in just six years . . . that's the record of F-M Cross. Why? Because it grows well, handles well, sells well. Packed in convenient 50-pound rodent-repellent bags.

BEETS, DETROIT DARK RED ▶

- Solid blood-red color doesn't fade in processing
- Smooth, round shape . . . small crown
- Firm flesh texture . . . fine-grained
- Superior for all packs . . . sliced, diced or whole

We originated this variety, and it is still the leader after sixty-four years because of a continuous program of careful selection for still higher quality and still greater productivity. We offer two strains—also Perfected Detroit. Ask us which one suits your conditions best.

F-M

1856-1956 OUR FIRST 100 YEARS

For one hundred years the Ferry-Morse brand has been synonymous with top-quality vegetable seeds. As we start our second century, more and more of our research is being dedicated to the specialized needs of the processing industry.

You want fancy packs that will bring (1) premium prices and (2) repeat business. Ferry-Morse varieties are tailor-made . . . out of long experience . . . to give you exactly those results. Superior F-M varieties can help make this a banner year for you. For full information and prices on our complete line of processing varieties, call us today.

FERRY-MORSE SEED CO.

Detroit, Michigan • Mountain View, California
Los Angeles • Memphis • Harlingen • Tampa

People and Plants

Dr. Erlandson

D. C. Duncan

G. Keiser, Jr.

J. Rhamstine

K. W. Weyer

S. McKewen

Dr. Paul Erlandson, former chairman of the physics department and assistant vice president of Southwest Research Institute, San Antonio, Tex., has been named director of the department of physics of *Continental Can Company's* new central research and engineering division.

Donald C. Duncan has been appointed general manager of the Berkeley division of *Beckman Instruments, Inc.*, and **Thomas Allison** has been appointed manager of the Berkeley division located in Richmond, Calif.

George W. Keiser, Jr. has been promoted to sales manager of the Syracuse corrugated box division of *Robert Gair Company, Inc.;* Olin P. Lee has been appointed southern credit manager of Gair.

John R. Rhamstine has been elected executive vice president of *Corn Products Refining Company;* **W. T. Brady,** first vice president; and **William H. Gamble,** senior vice president.

K. W. Weyer has been appointed director of label sales for the *United States Printing & Lithograph Company.*

Sherlock McKewen, vice president in charge of the Pacific division (metal) of *Continental Can Company,* retired December 31. Mr. McKewen joined Continental in 1926.

Assets of *Clinton Foods'* corn processing division, Clinton, Iowa, will be sold to *Standard Brands, Inc.*, according to terms of a sales agreement announced jointly by **Richard M. Moss,** chairman of the board and president of Clinton, and **Joel S. Mitchell,** president of Standard Brands.

Chas. Pfizer & Co., Inc., has announced the appointment of **Paul E. Weber** as sales manager of the company's chemical sales division.

Completion of arrangements for the formation of the *Shirriff-Horsey Corporation Ltd.*, international food processing company, has been announced. The new corporation will result from a merger of *Shirriff's Limited,* Toronto, producer of marmalades, jellies and flavoring essences, and the *J. William Horsey Corporation,* Plant City, Fla., and its subsidiaries, producer of canned citrus products.

Names of the food brokers elected to serve in 1956 as regional directors of the *National Food Brokers Association* have been released by **Truman Graves,** NFBA national chairman. The list is available from NFBA.

Phil C. Peters of Winter Garden, Fla., has been elected president and chairman of the board of the *Florida Citrus Exchange.*

Philip J. Rizzuto has been elected president of *Southland Frozen Foods, Inc.* Mr. Rizzuto has been active in the frozen food field for the past 20 years. **D. Herman Kennedy** has been elected vice president of the company, and **Charles Garfinkel,** secretary-treasurer. Stock interests previously held by **Theodore U. Delson,** who has resigned as president and director of the company, have been purchased by Mr. Rizzuto and a group of associates. Mr. Delson will operate *Dover Frozen Foods, Inc.*

John H. Funkey has been elected president of *Carr-Lowrey Glass Company,* subsidiary of *Anchor Hocking Glass Corporation,* Lancaster, Ohio. Mr. Funkey also was elected president and director of *Swindell Brothers, Inc.*, subsidiary of Carr-Lowrey.

J. D. Zellerbach, president and director of *Crown Zellerbach Corporation,* was elected chairman of the *Committee for Economic Development* at CED's semi-annual meeting of the board of trustees.

Paul S. Willis has been elected president of the *Grocery Manufacturers of America* for his 21st consecutive term. **W. H. Vanderploeg** of Battle Creek, Mich., was elected first vice president; second vice president is **Walter S. Shafer,** Chicago; and third vice president, **Dan Gerber,** Fremont, Mich.

Federal District Court Judge **Leon R. Yankwich** has ruled in favor of *Chun King Sales, Inc.*, Duluth, Minn., plaintiff in a patent infringement suit involving the taping together of its divider-pack cans, against *Oriental Foods, Inc.*, Los Angeles, packer of Jan-U-Wine brand. The court, in its decision handed down this week, held that Oriental's method of taping cans together in an end-to-end relationship infringed the patent claim of Chun King.

William D. Lewis, secretary-treasurer of the *Canning Machinery & Supplies Association,* has been elected president of the *National Association of Exhibit Managers.*

Dr. Albert L. Elder, director of *Corn Products Refining Company,* Argo, Ill., has been elected chairman of the *American Chemical Society's* Division of Agricultural and Food Chemistry.

Frank Hamilton has been promoted to plant superintendent of the Harvey Container division of *Robert Gair Company.* The division is located in Plymouth, Mich.

Marshall R. Cammack has been named midwest representative for *Crites-Moscow Growers.* He will be located in McFarland, Wis., and will serve Wisconsin, Illinois, Minnesota and Michigan.

Lee H. Clark, general manager of the *Pennsylvania Salt Manufacturing Company's* Sharples Chemicals Division, has been named vice president of the parent company.

For the Canning Industry

Seasonings by DODGE & OLCOTT, INC.

For an industry continually on the move, new developments in manufacture, processing, packaging, ingredients and adjuncts are constantly required. The many specialized facets of the canning operation demand specialized seasonings . . . seasonings that will stand up under a wide variety of processing methods, and keep their strength and uniformity over a protracted period of shelf life. For more than 157 years, Dodge & Olcott, Inc., has been developing seasonings for the food processors of the nation . . . seasonings that meet the exacting requirements of a changing industry . . . and meet them consistently over a period of years . . . even decades. Ask your D&O representative for laboratory testing of your product with any of these well-known D&O seasoning groups.

Visit Booth #18, Juice Avenue, Convention Hall, and the D&O Hospitality Suite in the Hotel Madison during the Canners Convention in Atlantic City, January 19-21.

ESSENTIAL OILS . . .

For the food processor who prefers to blend his own seasoning materials, D&O offers a complete line of high quality essential oils, guaranteed as to uniformity and dependability.

OLEORESINS . . .

D&O has manufactured, for many years, a very complete line of oleoresins, which are made by a special process assuring the retention of the high quality of their respective raw materials. Concentration and aroma of the finished products are so controlled that absolute uniformity of consecutive deliveries is guaranteed.

SPICEOLATE® SEASONINGS . . .

Water soluble spice extractions made from pure natural oils and oleoresins, the SPICEOLATE LINE is excellent for seasoning products containing a high percentage of water, such as pickles, catsup and other condiments. A low vapor pressure makes their use advantageous in processes where high temperatures are required. Available in Natural Oils, Mixed Natural Oils and Special Mixtures.

SPISORESIN® SEASONINGS . . .

Special extractions of natural spices, which possess all the flavoring qualities and values of the original material SPISORESIN SEASONINGS produce a finer, more uniform flavor than can be obtained with dry spices and are more economical to apply and handle. Even-spreading, pourable, of uniform strength, properly balanced and free from bacteria molds and yeast spores, they meet all the requirements of the Bureau of Animal Industry. Available in BASIC and COMPOUND form.

SPISORAMA® SEASONINGS . . .

Dry soluble spice seasonings, especially designed for the canned food processor, sausage maker or meat packer. In the manufacture of dry solubles, all the active flavoring elements are distilled from natural spices and prepared in various dry carriers in strength and mixture desired, so as to be ready for instant use by the food processor. Full utilization of flavor is obtained immediately after processing. To the catsup packer SPISORAMA SEASONINGS offer freedom from the problem of "black neck". . . the salad dressing manufacturer gains a creamy white product free from specks. SPISORAMA SEASONINGS have standardized flavor values . . . the cost of maintaining control checks is eliminated. Available in basic soluble spices and in any desired compound mixture.

Essentially for You

D&O ESTABLISHED 1798 ®

Ask for the Spiceolate, Spisoresin, and Spisorama Brochures, and the Essential Oil Catalog.

Our 157th Year of Service

DODGE & OLCOTT, INC.

180 Varick Street, New York 14, N. Y.

Sales Offices in Principal Cities

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • FLAVOR BASES • DRY SOLUBLE SEASONINGS

1849

At the time of the Great California Gold Rush, whiskey bottles embossed with symbolical or historical designs were greatly favored. These early-day "commercial" glass containers were crudely molded, and often merely broken away from the blow-pipe at the neck, the rims brought to a relative smoothness by reheating.

Today's demands include truly distinctive packaging *plus* precision craftsmanship... good reasons to call on Metro's experience in design and production of special glass containers... whether introducing a new product, or to enhance the appeal of an accepted brand. Good reasons, also, to specify METROmatic service—for quality glass containers, delivered on an unfailing schedule, geared to your production requirements.

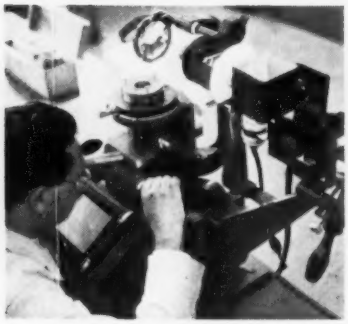
METRO GLASS COMPANY, INC.

MANUFACTURERS OF QUALITY GLASS CONTAINERS

JERSEY CITY, NEW JERSEY

WASHINGTON, PA. CHICAGO, ILL.

OWENS-ILLINOIS ASSURES YOU A



Co-ordinated Research

Pure research into formulae and fabrication of glass, *packaging research* into processing and handling methods in customer plants, and *market research* into consumer attitudes, add up to greater specific value for your packaging dollar.

Engineered Design

The package that takes your product to market must take *three* needs into account. Considerations of its function in the retail store, its operating efficiency and its consumer utility all become a part of the prescription for an Owens-Illinois package.

The Right Container

Versatility of facilities enables Owens-Illinois to supply containers to meet special needs: Duraglas containers for almost any item; Libbey Safedge packing tumblers or premiums; Kimble Ampuls and Vials; and a variety of Owens-Illinois plastic containers.

A Good Package sells

Complete Packaging Approach

The Right Closure

Know-how as to the best available liner and closure—best for packing, displaying, or using a specific product—may well be one of the most important single points through which expert packaging counsel will reward you many times over.

Needed Fitments

With emphasis on the word "needed," Owens-Illinois specialists are keenly aware of sales benefits possible through use of plastic shaker and pour-out fitments which are not "gadgets" but which increase consumer satisfaction with your product.

Merchandising Cartons

Modern cartons are developed only through systematic consideration of their opportunity to serve you in the retail store and retail warehouse as well as on your own filling line and in transit. Owens-Illinois is pioneering such developments.

to the very last spoonful

Owens-Illinois engineered containers keep "instants" at peak of flavor and appeal

Instant products have come of age . . . in flavor, quality, and popularity. And, to guard these important properties, producers are packaging more and more instant products in glass containers engineered by Owens-Illinois.

In Duraglas containers, your product's freshness can be double-sealed—with a special peel-off safety seal and an airtight closure.

For convenience, wide mouth Duraglas containers make it easy to spoon out the right measurement. For neatness, glass jars won't let your product sift out on the pantry shelf—won't drink up moisture from damp kitchen counters.

So for the complete glass packaging your product needs look to Owens-Illinois . . . the marketing-minded supplier of glass containers, cartons, fitments and quality closures in plastic and metal.

DURAGLAS CONTAINERS
AN (I) PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES · TOLEDO 1, OHIO

HOW'S YOUR CANNING I.Q.?

Do you know that...

Peas

have tender skins, and contain pectins? When a salt having more than 150 parts of calcium and magnesium per million parts of salt is added to peas, it toughens their tender skins, and down-grades their quality.

Beets

contain oxalate? When calcium and magnesium impurities exist in a salt, they react with the oxalate to form calcium and magnesium oxalate. This is left as an unattractive, white deposit on the beets.

Corn

is high in sulphur? Copper and iron impurities in a salt react to give corn an unsightly dark brown or black color. These impurities also react with vegetable fats to cause rancidity and off-flavor.

Olives

contain olive oil and tannins? When excessive calcium is present in a salt, calcium oleate, a soapy, white deposit is formed. The tannins combine with the calcium to create a dark-colored brine.

Beans

like peas, contain pectins? They taste best when tender. But when calcium and magnesium impurities exist in a salt, the bean skins harden. Result? Choice-quality beans are down-graded one or more grades.

Spinach

contains oxalate? When calcium and magnesium impurities are present in a salt, an unappetizing white substance forms on the spinach. The result is decreased customer satisfaction, and down-grading.

So why let impure salt down-grade the legumes you pack?

Use Diamond Crystal Flake Salt...it will help you get highest quality and profits from your product!

- **Diamond Crystal Flake Salt is low in calcium and magnesium impurities**—its higher uniform purity produces a true salt flavor that enhances the natural flavor of raw vegetables!
- **Diamond Crystal Flake Salt is low in heavy metal contamination**—has less than 1.5 parts per million of pro-oxidants copper and iron!
- **Diamond Crystal Flake Salt is highest in cleanliness**—has the lowest insoluble content of any canning salt. It's the cleanest ingredient you can buy!

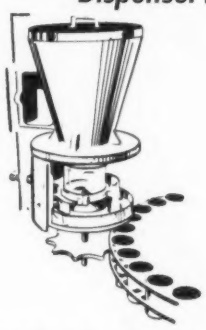
Start using Diamond Crystal Flake Salt in your operation right away! Available in a variety of screenings.

DIAMOND CRYSTAL FLAKE SALT

America's Largest-Selling High-Grade Salt!

For further information, write to:
Canning Dept., Diamond Crystal Salt Co., St. Clair, Michigan

NEW! *Diamond Precision Dispenser!*



This accurate, new automatic salt dispenser is an engineering triumph. It deposits just the right amount of salt in each can *every time*. Never misses! Eliminates tablet burns, too! Send for full information today!

For a manufacturer to have his product seen in all its luscious goodness—what an advantage that is! Particularly when additional flattery is provided with a Brockway Glass Container. It invites purchase on sight. It says to the ultimate consumer, we have nothing to hide.

Brockway provides the finest glass containers in the world . . . and it provides too, a friendly, cooperative organization . . . an organization that retains interest and responsibility until it is convinced that the container it provides serves the purpose for which it is intended, to the complete satisfaction of the manufacturer. Try Brockway and see for yourself.

BROCKWAY GLASS
COMPANY, INC.

Brockway, Pennsylvania
Muskogee, Okla. Lapel, Ind.

CROWN
Helps Fill the Packaging Needs of
Kroger
Quick Frozen
Makes 1½ Pints
Snow Crop
PURE
ORANGE JUICE
Logan
ORANGE JUICE
Bel-air
ORANGE Juice
MINUTE MAID
CONCENTRATED
ORANGE JUICE
Makes 1½ pints
Duncan Hines
Orange Juice
Dulany
PURE
ORANGE JUICE
RIF-T-PAK
ORANGE JUICE
ACE HIGH
ORANGE JUICE
FAIRMONT
ORANGE JUICE
Frozen Fresh
BLUEBIRD
Libby's
FROZEN FRESH - CONCENTRATE
ORANGE JUICE
PURE - NO SUGAR ADDED
FROZEN
REALEMON
CONCENTRATE FOR
LEMONADE
CROSSE & BLACKWELL
ORANGE JUICE
Florida
Gold-Sweet
ORANGE JUICE
HOLLY HILL
ORANGE JUICE
FLORIDA SIP
CONCENTRATED
Quick Frozen
ORANGE JUICE
Tartan
Orange Juice
DONALD DUCK
FROZEN Florida
ORANGE Juice
CONCENTRATED
Dartmouth
ORANGE JUICE
Visit the Crown Booth at the Canners' Show: 11 Relish Ave. and 16 Soup Ave.
Welcome to Crown Hospitality Room, Solarium, Claridge Hotel, 5:30 P.M. to 1 A.M., Jan. 19-20.
PHILADELPHIA • CHICAGO • ORLANDO • BARTOW • BIRMINGHAM

America's Booming Citrus Industry

The Famous-Brand Frozen Concentrates Shown Here "Go To Market" in Crown Cans. Crown Quality Protects Their Goodness . . . Crown Designs "Move The Goods!"

Among the numerous reasons why Crown has been chosen as a can supplier by most of the leading Frozen Citrus Concentrate packers and distributors:

- √ New plants and rapidly expanding production facilities, making possible better cans and faster service than ever before.
- √ New "Plasti-Seam" concentrate cans with Thermoplastic side seams, allowing wrap-around lithography, maximum label display.
- √ New Art and Design Service . . . a Crown "specialty" second to none in the can manufacturing industry.
- √ Newest lithographing equipment, providing can buyers with quality of reproduction which has never before been possible.
- √ New Plant Layout Service; expert guidance in the adaptation of your facilities to most economical, fastest possible production.

Contact your Crown Sales Representative. Arrange now to have Crown create a bright new "Motivation-Design" label to sell your product in latest "Plasti-Seam" concentrate containers. Find out what Crown's new, improved Services can do for you!

CROWN

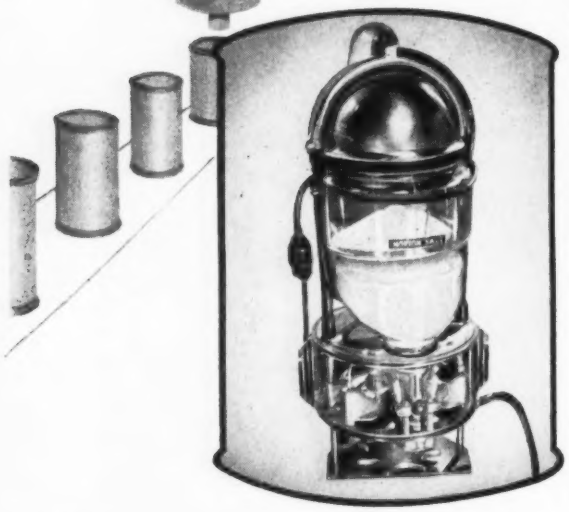
CROWN CORK & SEAL COMPANY, INC.
CAN DIVISION

"BIG Enough to Serve You . . . SMALL Enough to Know You"

BALTIMORE • NEW YORK • BOSTON • ST. LOUIS • SAN FRANCISCO

Convert tons of salt into grains per can... automatically!

Use Morton Bulk Salter Machine! Save money! Assure accurate salting!



★ **Gives you the opportunity to buy high-grade Morton Salt in moisture-resistant bags for direct dispensing on your lines**

★ **Accurately salts up to 400 cans per minute—if no can is present, no salt drops**

★ **Dispenses blends of salt and spices or M.S.G.**

★ **Eliminates brine deterioration of salting machinery**

★ **Can be supervised by unskilled labor**

A Morton Consulting Engineer in your area will be happy to explain the Tablet Depositor and Brinemaker methods of salting, too. For complete information about the service and salt Morton offers, write:

MORTON SALT COMPANY

Industrial Division, Dept. FP-1
120 South La Salle Street • Chicago 3, Illinois

Washington and You

Robert Y. Kerr, Washington Editor

Antitrust And Restraint Violations?

The Federal Trade Commission apparently is expending substantial effort in carrying out provisions (and its interpretations) of the Clayton Antitrust Law, as amended by the Robinson-Patman Act.

Late in November the FTC filed charges against two large grocery chains and 11 food manufacturers and processors claiming that special retail sales had been arranged in direct competition and in discrimination against other grocers.

The grocery chains cited in the charge by the commission are Giant Food Shopping Center, Incorporated, Washington, D. C., which, according to the complaining agency, has 28 stores in the Washington area and reports a $60-million annual business. The other is Fair Food, Incorporated, Philadelphia, which operates more than 200 stores in six states with annual gross sales in excess of $348 million. (The Washington, D. C. chain of Food Fair stores is in no way connected with the Philadelphia chain and, therefore, is not involved in the complaint.)

The FTC charge stipulates that the cited food chains have approached their suppliers with suggestions that the latter participate in certain special sales by assuming partial cost of promotion advertising. The 11 companies named in the charge did share in the advertising costs. The commission holds that these suppliers, by failing to offer "proportionately equal" allowances to other retail distributors, were in violation of the antitrust laws. The substance of the charge accuses the two chains of adopting and employing unfair methods of competition by "inducing" these special advertising allowances.

Rebuttal

A Giant line officer, filing an informal reply, stated that in an effort to give the widest possible notice to the public of the savings offered in its special promotion sales, had given its suppliers a chance to participate in the advertising campaign by paying a "fair" share of the costs. The suppliers who did participate received publicity in ratio to the amount spent, and each was informed exactly what advertising he received. No supplier, according to the informal statement, was "pressured" into shouldering his share of the cost nor induced to enter any agreement by promises. Giant, in following with the spokesman's statement, had no knowledge of what, if any, arrangements its suppliers had with Giant's competitors in promoting similar sales. The corporation did know, as everyone in the food industry knows, that for years it has been customary for food retailers and suppliers to cooperate in such promotions. The practice, so the Giant chain asserts, does not injure competition, but rather, fosters more business on an overall basis. The meaning of this assertion presumably is that extensive

advertising by one company inspires other retail customers to go to their own stores. The chains' customers have saved money and their suppliers have realized full value for their share of sales promotion costs.

In a like voice, the president of the Philadelphia chain said, "We deny we used any coercion. We fully complied with all known laws and regulations. As far as we know, what was offered to us (by manufacturers and processors) was offered to all."

Hearing Dates Set

The commission has scheduled hearing dates for this month and next. It is an important issue for the industry, including processors and retailers, because the same, or similar alleged violations of antitrust laws have been levied against both groups. If, as seems to be the case, this type of cooperative advertising has been a common practice, the impact of the case will be felt throughout the processing and distributing phases of the industry.

Restraint Charge Dropped

Early in October the Federal Trade Commission abandoned charges of restraint of trade against the National Food Brokers Association. This was done after the association had agreed to a consent decree touching several points.

Principal charge against the NFBA was an alleged agreement among the brokers that no member of the association would solicit business from a food processor or manufacturer who currently was being served by a broker. This, the FTC charged, was "to the prejudice of the public." According to a statement made by the association, brokers do not sell the public; they sell for processors to distributors, and at prices set by the processors.

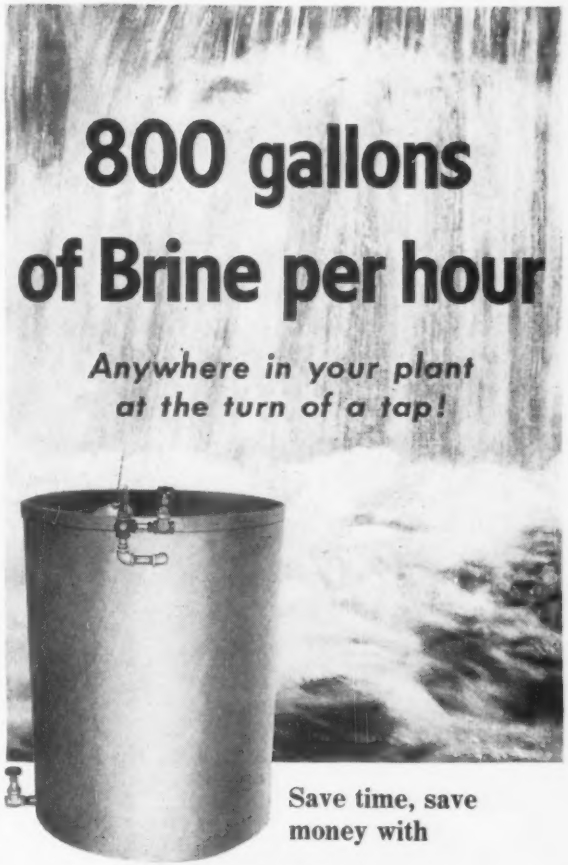
The NFBA has more than 1,800 members, all of them handling sales for processors or manufacturers who do not maintain their own sales staffs. A broker, of course, usually works in a local territory and few, if any – even in highly specialized lines – cover the entire country or any large segment of it. But taken as a group, they handle a large percentage of the sales between processors and distributors.

Watson Rogers, president of the brokers' association, said the organization had agreed to a consent order to avoid prolonged litigation. He added that the order "merely requires the association to do what it has been doing all along."

It is easily understood why the NFBA wanted to avoid a costly, time-consuming suit. Regardless of the outcome, it could prove a damaging factor to the public relations program of the association. Although it was adjudged innocent in court, the organization would stand a chance of losing a good many members during the litigation period or it could suffer from a reluctance of distributors to deal with men of a group charged with law violation.

Decision Difficult

Decisions of the kind made by association officers are not easy. In accepting a consent decree, even though the action is not construed as an admission of guilt, serious injury can result. The decree becomes, in perpetuity, part of the rules and by-laws of the association. Presumably the FTC is – or at least should be – sure of its facts before bringing such charges. In cases of this nature it is handling potent medicine; dangerous to the public as well as to business.



Save time, save money with

THE MORTON
Model-E Brinemaker

The Morton Model-E Brinemaker delivers up to 800 gallons of saturated brine per hour . . . needs no space-wasting storage tank.

- ★ **Saves man hours by pumping instead of hauling salt to all the areas where it is needed.**
- ★ **Exclusively designed to produce brine from readily available, high purity, Morton evaporated salt.**
- ★ **Saves time lost in cleaning out sludge and other impurities.**
- ★ **Makes it possible to expand your brine installation with a minimum of added expense.**

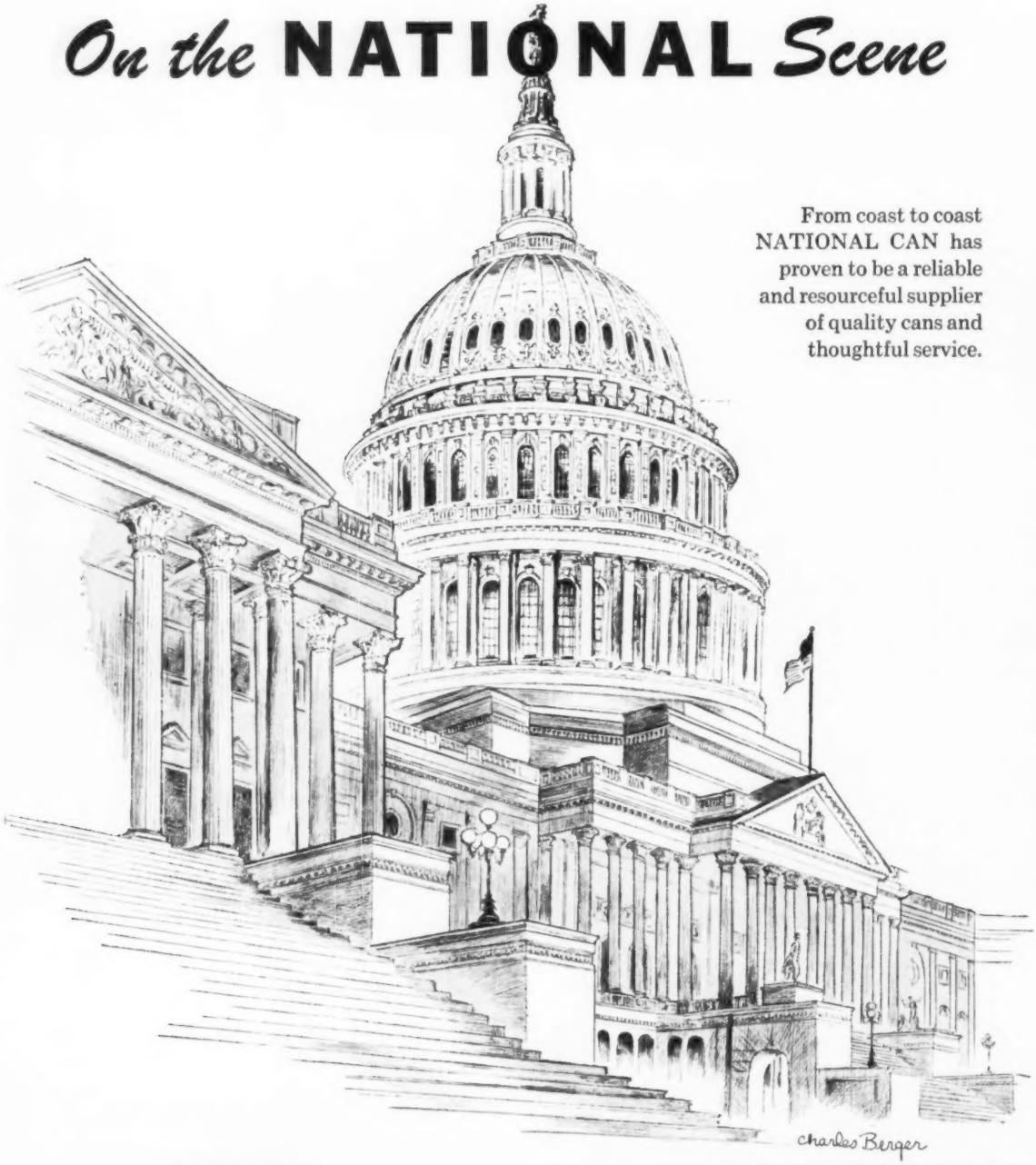
For more information about the Model-E and other Morton Brinemakers, or for expert, on-the-spot help with any salt problem, write:

MORTON SALT COMPANY

Industrial Division, Dept. FP-B1
120 South LaSalle Street, Chicago 3, Illinois
(Brinemaker not available on West Coast)

On the NATIONAL *Scene*

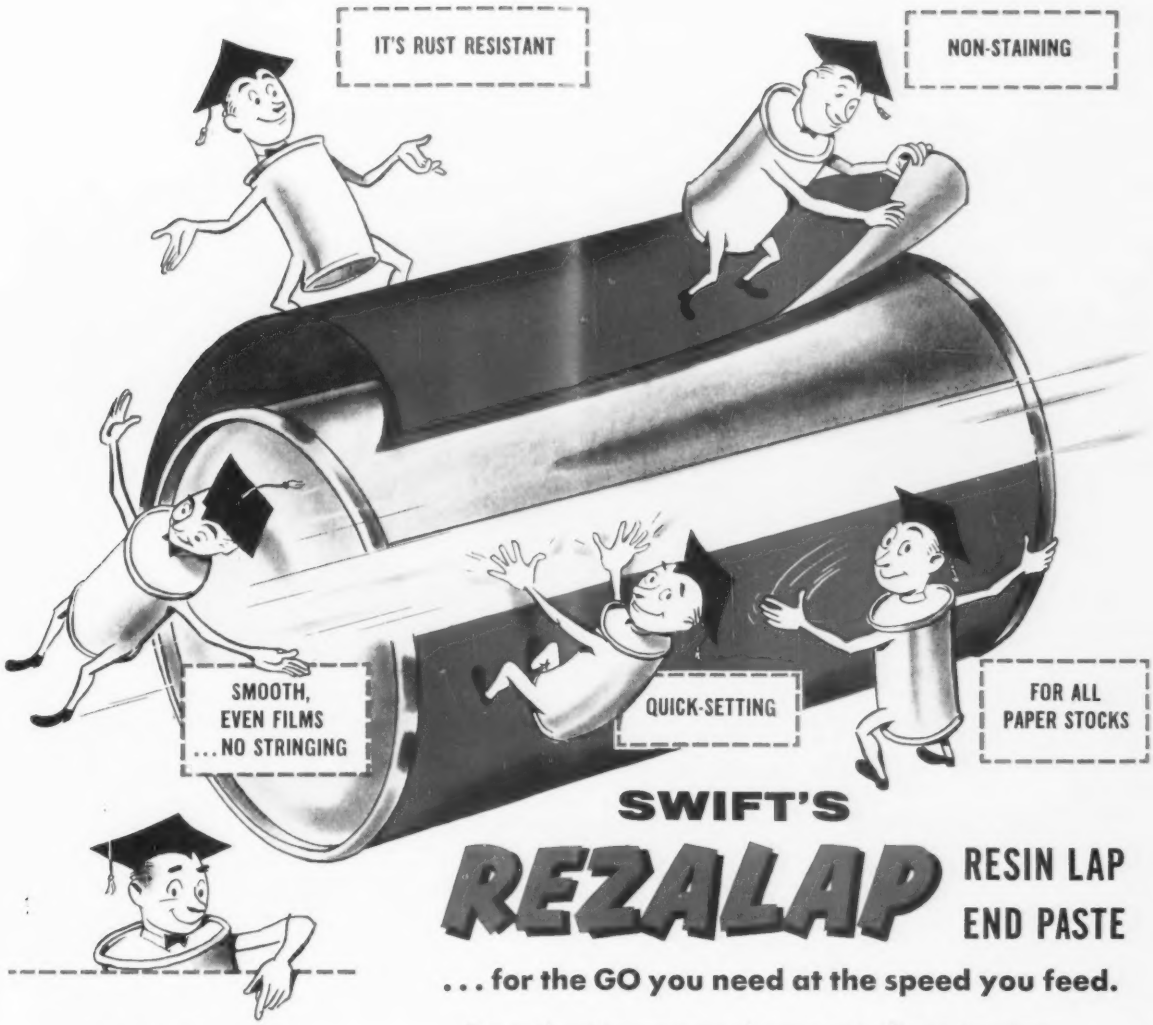
From coast to coast NATIONAL CAN has proven to be a reliable and resourceful supplier of quality cans and thoughtful service.



THE CAPITOL—WASHINGTON, D. C.

NATIONAL CAN CORPORATION

CHICAGO • NEW YORK • SAN FRANCISCO
. . . PLANTS FROM COAST TO COAST



SWIFT'S REZALAP RESIN LAP END PASTE

. . . for the GO you need at the speed you feed.

The quick-setting properties of a true resin adhesive have been artfully combined with the non-staining, smooth machining qualities of a dependable lap paste in Swift's new resin lap end paste — REZALAP.

That's a welcome combination if you're chasing profits with speed — and more so if you're looking for *top* efficiency from your investment in high speed lines. But speed isn't the only advantage of Rezalap. You can depend, too, on its adaptability to a variety of paper stocks . . . its smooth workability for clean, long mileage runs without stringing or staining.

A trial in your own plant is our best recommendation, *your* best proof that Rezalap has the *go* you need for profits from speed in modern can labeling. Write for details and remember . . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

DON'T OVERLOOK

. . . the many benefits offered by these Swift-Quality packaging adhesives.

From labeling, to shipping, to *easy* opening — Swift *serves* packaging with convenient, courteous service from 19 plants.

HOT PICK UP GUMS

Resin-based for instant grab. In four grades to meet your temperature and speed requirements.

EASY OPEN ADHESIVE

A snap breaks the seal. Your customers deserve it.

Swift
101 ST YEAR

To Serve Your Industry Better

SWIFT & COMPANY

ADHESIVE PRODUCTS DEPARTMENT
4115 PACKERS AVE. • CHICAGO 9, ILL.

A-20

MORE and MORE Industry leaders save with Cellu-san

the first and only non-toxic water repellent wood preservative developed expressly for the food industry

Write for our new booklet

Cellu-san®

U.S. PATENT No. 2,573,862

DIVISION OF DARWORTH INCORPORATED SIMSBURY 2, CONNECTICUT

Western Sales Office, P. O. Box 1422, Palo Alto, Calif.

How to Improve Your Packaging Operations..

SEND FOR the new Paisley 4-page Packaging Adhesive Guide. It contains valuable information about the most modern Adhesives ever designed for specific sealing operations *in the packaging field!* Subjects include Carton Sealing Glues, Case Seal Glues, Bottle Label Glues, Can and Tube Labeling, Resin Emulsion Adhesives and Wrapping and Bundling Adhesives.

Paisley's popular Technical Service Bulletins covering these subjects in complete detail are also described. Facts are presented concerning our scientific laboratory control methods of manufacture and on the Paisley Adhesive Operation Data Sheet which in effect places all of our extensive modern laboratories and skilled technical staff at your command! This Scientific Adhesive Service assures you the ONE *best* Adhesive for the job!

All this valuable information and service is FREE. Will you ask for your Packaging Adhesive Guide on company stationery, please?

SEND FOR FREE COPY NOW!

PAISLEY PRODUCTS INCORPORATED
Division of MORNINGSTAR, NICOL, INC.

630 WEST 51st STREET, NEW YORK 19, N.Y. • PHONE COLUMBUS 5-2860
1770 CANALPORT AVENUE, CHICAGO 16, ILLINOIS • PHONE CANAL 6-2219

Manufacturers of Glues, Pastes, Resin Adhesives, Cements and Related Chemical Products

Stay on the right track with

Tailor-Made Package Service

From deliveries on down the line, you travel first class aboard Continental's Tailor-Made Package Service. You write the time-table, and we'll follow through with all the precision-made cans you need — exactly when you need them. Then, if you'd like help with research or engineering, it's available at a moment's notice. You'll find our experts eager to learn your particular problems and anxious to do things your way. Why not see how we tailor our many services to fit your needs. Call Continental soon.

Fifty Years of Tailor-Made Packaging

CONTINENTAL CAN COMPANY

Eastern Division: 100 E. 42nd St., New York 17
Central Division: 135 So. La Salle St., Chicago 3
Pacific Division: Russ Building, San Francisco 4

JANUARY, 1956 **Food Packer** VOL. 37, No. 1

CANNING • GLASSPACKING • FREEZING

BETWEEN THE LINES

Actor And Producers

Discussing salient points of the National Canners' trade study film are: (left to right) William A. Free, Sr., who plays a leading role in the film; George B. Morrill, Jr., NCA president; and Carlos Campbell, association secretary.

After multiple showings of the National Canners Association's new film "Canned Foods Retail Handling Costs Study" it has been adjudged a big success by both NCA officers and the viewing public. The film, running approximately 20 min., has been shown at all regional canners meetings as well as at other public and civic functions. According to an NCA spokesman, requests for future showings have been heavy.

Aluminum Makes Tinless Can

A food can with an aluminum coating instead of tin, and with welded rather than soldered sideseams recently made its debut.

The entirely tinless can, developed by American Can Company, has been described by Dr. Randall Royce, manager of Canco's Atlantic division research laboratories as, "the very latest development in the search for tin-free food containers."

The welded sideseams not only eliminate the use of tin and lead solder, but also provide much stronger cans than the conventional type, according to the Canco spokesman. "They are so strong that under test conditions the steel walls of the cans break before the seams separate."

Further explanation points out that the aluminum coating on both bodies and ends provides a durable and attractive finish that gives better protection than tin to the outside of the cans. The insides are lined with special enamel coatings especially designed to give added protection to canned products.

Revolutionary Can Top Patented

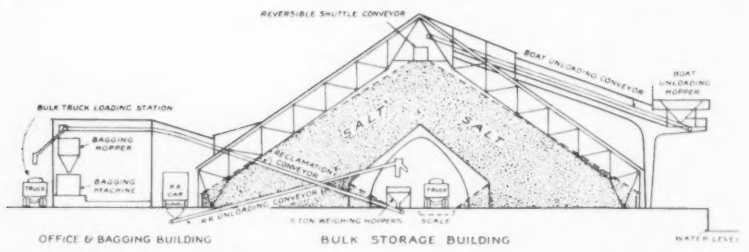
A newly developed can top structure has recently been patented by the administrators of the Erle D. Freeman Estate, Oakland, Calif.

Main object of the invention (to our knowledge the top is not yet in production) is to provide a novel and improved top structure for metal cans which involves simple components arranged in a "different" manner providing easy access to the contents of the can without use of a can opener or key. According to the patent holders, the idea lends itself to many types of cans with very slight effect on production costs.

The top of the proposed can is formed with a large circular aperture with a circular cover formed of multiple layers of thin, metal luminar sheets, joined together at their peripheral portions by an annular layer of solder. A layer of solder is provided around the periphery. The cover is provided with an upstanding metal tab permitting the circular aperture to be "peeled" back.

It may soon be possible to "peel" the cover of a can without tools of any kind, as shown in artist's drawing.

New And Different Salt Warehouse



Essential design features of new salt warehouse are depicted in this cross-sectional drawing. Large tonnage capacity, personnel safety and handling speed were major considerations in its construction.

A unique salt depot was opened last month in Chicago by the International Salt Company. Company officers claim it is the most modern salt facility in the country.

Capacity of the newly designed building is estimated at 21,150 tons. Outside storage is available for an additional 50,000 tons.

In addition to handling great quantities of rock and evaporated salt the warehouse is unusually flexible in its ability to receive and ship this basic material.

Outward appearance of the building resembles a huge pile of salt. A sharply sloping roof matches the 32-deg. angle of repose of the average salt pile. A 36-ft. wide tunnel runs directly through the center of the structure under the salt piles which are contained in 10 bulk bins. The tunnel permits automatic delivery by gravity.

USDA Predicts Big Demand For Processed Foods

According to releases issued in the past few weeks by the U. S. Department of Agriculture, the demand for processed vegetables in particular, and other foods in general, will continue on a high level for the ensuing year.

Referring to all vegetables for commercial processing, the report states that with better balanced supplies, and a continued strong demand in prospect for the first half of the year, retail prices of processed vegetables are expected to average a little higher than during the same period in 1955. There are, as yet, no indications as to the probable crop acreage and production of vegetables for processing. The Department's acreage and marketing guide for vegetables for commercial processing in 1956 will be released early this year.

The generally accepted good disappearance rate of processed vegetables during 1955 and the expected continued high level of demand probably will result in some increases in processor demand for a number of processing crops.

One USDA report states that, ". . . indications are that total supplies of canned vegetables available during the 1955-56 marketing year will not differ appreciably from those available in the 1954-55 year. Supplies of sweet corn and sauerkraut appear to be light in relation to supplies of other vegetables and to the 1949-53 average. Packers may well seek an increased acreage of these crops for processing in 1956."

Supply of canned peas available during the next marketing season will be only moderately larger than last. Demand for corn for processing is likely to be somewhat stronger in 1956 than it was in 1955.

Pack figures are not available for snap beans, but estimated production of beans for processing indicate that the pack will be smaller.

New Type Newsletter

A series of newsletters pointing out the advantages of pry-off caps and the lid flipper opener will be distributed by the White Cap Company to more than 5,000 home economists throughout the nation during the ensuing school year.

The first letter following the theme of "Dragnet," well known radio and TV detective series, takes up the "facts" of the letter by defining terms to be used throughout the series, with particular emphasis on pry-off and "vapor-vacuum" sealing.

Drawings will be used to illustrate the subjects treated in the letters.

Hot Water Rotary Blancher

A specially designed blancher, aimed at making it easier to clean and prevent growth of thermophilic bacteria, has been produced by Chisholm-Ryder Company. Made to conform to the recommendations of the Task Committee of the National Canners Association, it will be exhibited for the first time at the Atlantic City convention.

Editors On Tour

To acquaint them with the policies and operating procedures of the canning industry, the National Canners Association will invite 75 leading food editors of national magazines, newspapers and wire syndicates to a one-day press conference and tour on January 19, during the annual convention.

Those men and women who write and interpret the news will be conducted on a guided tour of the exhibits and will be entertained at a luncheon with the NCA board of directors. After the luncheon a press conference will be held to bring the news people up to date on the industry.

Century Club Membership

Dodge & Olcott, Incorporated, which can rightfully boast of being more than 100 years old, was elected to the newly formed Greater Paterson, (N.J.) Chamber of Commerce Century Club at a dinner meeting in Paterson.

D&O will celebrate its 158th birthday this year.

Brian McCabe and Bill Rosenberger, representing Dodge & Olcott's Hawthorne (N.J.) plant, accept Paterson Century Club plaque from W. W. Evans, Jr., Century Club's Award Committee chairman.

Beauty And The Bowl

Over 600 persons attended the National Convention of the Vegetable Growers of America in Washington, D. C., last month. The 1955 Vegetable Queen, Miss Beverly Bishop, feeds Secretary of Agriculture Ezra T. Benson a carrot from the largest salad bowl in the world, at the closing banquet of the meeting.

Fogarty New Continental President

The board of directors of Continental Can Company has elected Thomas C. Fogarty president of the company, effective the first of this month. He fills the vacancy created by the retirement of Hans A. Eggerss. The announcement was made by General Lucius D. Clay, chairman of the board.

T. C. Fogarty

General Clay also announced three other metal division promotions that became effective on the same date. Ruben L. Perin, vice president, eastern division, has been elected executive vice president of the division. Orren R. Jenkins, general manager, southeastern district, has been promoted to vice president, eastern division.

All men have been with the company for several years and have served in numerous capacities.

Patman Solicits Canners' Opinion

Several canners have received letters during the past few weeks from Representative Wright Patman, soliciting their views on the Robinson-Patman Act before Congress convenes again this month. He stated in his letter that the attorney general's Committee to Study Anti-trust Laws suggested in its report "a weakening amendment to Section 2(c) of the Act and other administrative interpretations that would destroy the effectiveness of the law."

Speed Ordered In Marketing Study

Secretary Ezra T. Benson, concerned about the U. S. Department of Agriculture's study on marketing margins and farm production costs, has ordered a step-up in activity to complete the vital research. Mr. Benson, in referring to his request, declared:

"I have discussed this vital problem with the President. We are determined and agreed that we must definitely determine whether or not prices paid by consumers contain improper or excessive marketing charges and profits. Farmers are entitled to receive the very maximum for their products."

Sugar Transported By The Tank Full

Food processors may be receiving their sugar deliveries via tank truck in the near future if the new trailer designed by the Vacu-Veyor Division of Vacu-Blast Company is universally adopted in the sugar industry.

The new trailer is equipped with a pneumatic conveyor which eliminates screw conveyors, canvas belts, or rotary valves. The only moving parts are the motor and blower. Pressure-air-conveying lines run from the blower to hoppers underneath the tank. The tank is pressurized so that sugar will flow from the tank into the pressure conveying line. The tank is plastic-lined and piping of stainless-steel.

The blower arrangement also will permit unloading into warehouse bins and storage vats.

New sugar-carrying truck may well bring on a new era of transportation in the movement of granular commodities over the nation's highways.

Management staff of the Ritter company meets with William H. Ritter, Jr., president (seated center). Staff members are: — (standing, left to right) William Gehring, controller; Glenn E. Knaub, vice president – purchases and custom sales; L. J. Nocenti, director of field activities. Paul J. Ritter, executive vice president, flanks his president-brother on the left; Alfred H. Funke, Jr., vice president is on the right.

In The East . . .

Ritter Is A Household Word

Modern, Efficient Methods And Administrative Principles Show Way To Industry Leadership.

These days, when the "urge to merge" is tempting and overtaking many food companies, it's refreshing to study the P. J. Ritter Company, an old firm that has operated under the same family banner for more than a century. Moreover, this warm, friendly way of business life established by the Ritter family, has satisfied them through the years and they see no reason to change now.

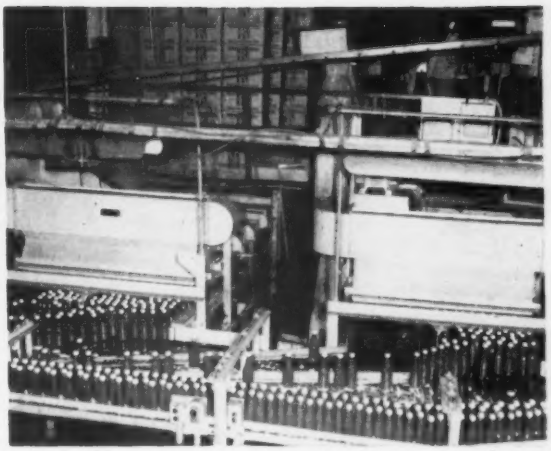
Today, the busy, modern Ritter plant, located on the Cohansey River in Bridgeton, N. J., is a splendid working monument to Philip J. Ritter, the company's founder. In 1854 this young German immigrant started a confectionary business in Kensington, Pa., then one of the villages that now is a part of Philadelphia. His wife's deft hand at the preserving kettle created a demand that extended far beyond the confectionary store, which soon brought gaily painted wagons calling on the general trade. The early, horse-drawn wagons are a far cry from the fleet of high speed Ritter transports now servicing an area along the eastern Seaboard that encompasses over one-third of the nation's population.

Because he used large quantities of California fruits, Philip Ritter went into partnership with Robert Hickmott in Oakland, California in 1891. The following year they canned the first asparagus ever canned in that state. Asparagus has been in the Ritter blood ever since. Ritter, today, is the largest asparagus canner in the East.

A remarkable gentleman was "P. J.", an inveterate writer, traveler, and philosopher. But, most important, he knew and appreciated good food, and was adept at interpreting people's wishes for good food.

Before he passed away in 1915, he transmitted this heritage, and the reins of the company, to his son, William H. Ritter, Sr. The equally enterprising Mr. Ritter, Sr., served as president of the company until his death in 1939, and skillfully guided it through economic ups-and-downs of the post World War I period and most of the Depression years of the 30's. His son and

Receiving-flume tank handles 30-40 tons of tomatoes per hour. Bubbled air in form of steam and water breaks mold and soil particles from fruit. Tank is equipped with detergent applier.



Thousands of bottles of Ketchup leave these two Camco driers during a day's run and are conveyed directly to the labelers. This deluxe Ketchup contains genuine Tobasco for added flavor.

understudy, William H., Jr., became president after his father's death and still holds that position.

Bill Ritter, truly a "canner's canner," grew up in the canning industry under the watchful eye and capable tutorage of his forebears (see *Food Packer's* Man of the Month, October 1955).

Today he serves as a hub of a seasoned group of executives that manage this well known company – the largest independent packer in the East. Paul J. Ritter, his brother and close associate, is executive vice president. Alfred H. Funke, Jr., is vice president in charge of research and manufacturing, while Glenn E. Knaub is vice president, purchasing and custom sales. R. W. Lore serves as sales manager and William Gehring as controller. L. J. Nocenti fulfills the duties of director of field activities. These seven men with a combined service total exceeding 130 years make up the Ritter management team.

Specialty Foods

One of the earliest operating policies adopted by the Ritter company was to pack specialty foods. "Those not in the general stream of competition," is the way Bill Ritter explains it. Of them all, asparagus remains the pride of the company. Glass packed asparagus is one of the many Ritter "firsts." The neat, upside-down pack of whole spears under the famous big "R" label is a fast-moving food in the East and other areas of the country, as well. Sizable quantities of "grass" are packed in tin, however. In fact, Bill Ritter believes that his company, more than any other, put asparagus on the "poor man's" table. In the early years of the century, when canned asparagus was either high priced or unavailable, Ritter's efficient production lines were canning it for a price which permitted it to be within reach of everyone. At present, Ritter's asparagus is second in dollar volume only to tomato products.

It's difficult to talk about tomatoes anywhere without the Ritter name being mentioned. Years ago, the company started producing its own tomato seed in a continuous drive to improve its tomato products. Now the Ritter Seed Company, a subsidiary, is the world's largest producer of certified tomato seed. A new, fine-colored, high-yielding variety named Century, was proudly announced by Bill Ritter at the company's 100-year celebration luncheon held in New York in November 1954. The Century, in heavy production in 1955, is a valuable addition to the nation's varieties of processing tomatoes.

Naturally, these efforts to produce fine quality seed are directly reflected in the quality of Ritter's tomato products. In addition to a line of regular catsups, Ritter is making a unique condiment, "DeLuxe Ketchup, 'gently' seasoned with genuine Tabasco." This combination of two old family trademarks is a sample of the foresight that half a century ago resulted in uniting the Ritter and McIlhenny families in a long term contract under which Ritter has the exclusive right to use and license Tabasco in connection with tomato products.

The Ritter company, incedientally, in 1914, was the first processor to put catsup manufacturing on an assembly-line basis, (e.g., where empty bottles leave the cases, are filled, sealed, cooled, and labeled continuously).

Another specialty created by the company was Veg-Crest, a delightfully flavored vegetable juice cocktail made by adding celery, sweet peppers, onions, lettuce, and seasonings to tomato juice. This distinctive product, packaged in a reusable quart decanter with a White cap and Cel-O-Seal neck wrapper, is a fitting companion to Ritter vintage tomato juice which was the first product packed in this attractive decanter.

Perhaps the most widely distributed product under the Ritter label is the inimitable Chili Sauce Relish. Introduced about ten years ago and created from one of Grandma Ritter's old recipes, it immediately developed a great consumer following because it captured the old-fashioned homemade flavor and goodness of her kitchen. Containing no cucumbers, it is a skillful blend of green tomatoes, red and green peppers, onions and a combination of unusual spices.

Other tomato products listed in the Ritter roster of July 15, 1955, include Mexicala butter beans, pork and beans, vegetarian beans, diced sweet red peppers, diced sweet green peppers, Jersey cultivated blueberries, and McIlhenny Tabasco in 5- and 50-gal. barrels. Ritter is the sole bulk distributor of Tabasco in the United States.

Theme Is Simplification

Although this list of wisely packed and packaged foods is an impressive one, it's a long way from the number of products that have graced Ritter commodity lists from time to time. In 1904, for instance, the list contained close to 300 items. During World War I it dropped to *two items* – catsup and beans. Following the war and during the depression years the list grew with

new items and sizes and again during World War II, simplification enabled the company to distinguish itself by raising production to unprecedented heights.

But, through this long era, the blood of simplification was running through the Ritter business veins. Bill Ritter thoughtfully foresaw the wisdom of, as he puts it, "going from a program of making a *lot* of little things to making a lot of a *few* big things."

In fact, Bill Ritter is a devoted disciple of simplification, and believes that his company's existence for more than 100 years is due to this simple theory. "We used to have several plants," he went on, "but we gradually worked down to one plant. We sold them, we gave them away, and we had one burn down. To our way of thinking this is simplification. We recognize that what may be good for one company might not be good for another – we like the one-plant system."

An integral part of the Ritter program is the development of new and different products by Ritter's research staff. Probably by the time this article is published the company's latest product – "Crispy Cukes" – will be in test markets. This is a glass-packed sliced cucumber, not pickled, and is the nearest thing to a fresh cucumber of anything on the market.

Veg-Crest Vegetable Juice Cocktail

All changes ever made in the Ritter plant have been made with one objective – a more efficient operation. This type of thinking has produced a smooth working factory. Typical of the plant's precise operating procedure is how part of its biggest crop – tomatoes – is processed into a delicious food – Veg-Crest.

Raw vegetables that go into this tasty beverage are first sliced by circular knives into pieces for easy washing in an adjoining building to the main plant. Then sliced celery, sweet peppers, onions, and lettuce are pureed in Fitzpatrick comminutors. These purees are put in barrels and hauled by lift truck to the main factory.

Firm, ripe tomatoes, grown under contract from Ritter seed, arrive by truck and enter a big flume conveyor that gives them a preliminary washing as they travel to the inside soak tanks. Here they are subjected to a high pressure fish-tail type spray (100-125 psi), then pass under a cone-type deluge which rinses them. They emerge onto roller-sorting tables where women sorters select out fruit that needs trimming and place it on a recirculating belt. In this manner, no fruit in need of trimming ever gets past the sorters and trimmers. Perfect fruit is conveyed down the center of the belt and enters the Langsenkamp Model A rough pulper. This machine removes the skins. Next, the fruit goes through a Langsenkamp standard pulper which removes the seeds. The seeds are saved and sent to the seed drying and processing department.

The resulting "cyclone" juice is pumped through a glass piping to five preheating and blending tanks, each of 400-gal. capacity.

Incidentally, the Ritter company was the first to use Pyrex glass pipe on tomato products and now has two miles of it in use.

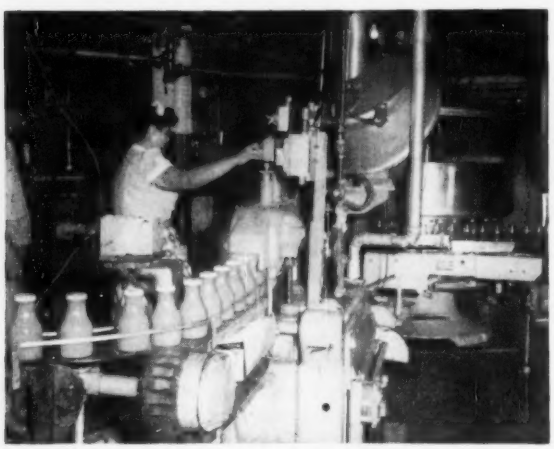
At the same time the juice reaches the blending tanks, the pureed vegetables are pumped through glass pipe to tanks. Enough tomato juice is added to the purees so that they will pump well.

Liquid sucrose, salt, and spices are added to the mixture and it is heated here to 160 deg., F., then is pumped through to the final finisher – a Langsenkamp Colossal. Here all remaining skins and roughage are centrifuged out and the mixture goes to the 600-gal. stainless steel pasteurizer holding tank. At this stage, quality control technologists determine that the mixture is in proper balance, then it is pumped through the Walker-Wallace plate-type heat exchanger. Enroute it is heated to a minimum of 252 deg. F., and held at that temperature in the tubes for a minimum of 42 sec. Temperatures throughout the entire process are automatically controlled. The liquid re-enters the cooling section of the exchanger where it is cooled down to filling temperatures of 200-205 deg., F. The cocktail beverage flows from the pasteurizer into the CRCO 24-valve filler from where it is filled into the familiar Ritter wide-mouthed quart decanter. Filling speeds average 150 per minute. A White capper applies the modernistic, two-color lithographed Vapor-vacuum caps.

Filled and sealed packages flow from the line and are placed in conventional retort crates and are cooled in the cooling canal. The bottles are drained and dried, and the Cel-O-Seal bands are placed on the necks. The much larger pack of decanter tomato juice follows practically the same procedure.

Control A By-Word

Quality control, supervised by Chief Chemist Howard R. Lacey and his staff, is thorough and precise. Em-



Veg-Crest, neatly packaged in reusable glass decanters, rolls from capping machine at speeds of 150 per minute. The product is cooled and a Cel-O-Seal band applied.

A. H. Funk, Jr., and Helen Viniarski display Ritter products, Veg-Crest and tomato juice, in eye-appealing containers. Juice container has self-liquidating premium sales-boosting offer.

"Happy Huckster," animated salesman, does a remarkable job of selling Ritter's catsup in a Bridgeton (N. J.) super market. Paul Ritter checks sales with store manager.

An interest-getting display of Ritter products moves large amounts of merchandise. Display has proved that tasty products, attractive packages, within easy reach, mean big sales.

phasis is on preventive quality control. "After it's in the bottle, it's too late," explains Lacey. For that reason continuous checks are made on every processing operation throughout the working day. Comprehensive score sheets, carrying U. S. Grade specifications, are completed for all Ritter products at frequent intervals. Samples are collected at various stages of processing and tested and analyzed in the spotless, well-equipped laboratory Nothing is left to chance. All products meet strict Ritter specifications regardless of time or cost.

One factor that contributes to the high quality of Ritter catsup is the thorough washing given incoming tomatoes. They are washed continually in a tank 130 ft. long, 4 ft. wide and 2 ft. deep. The fruit progresses through this tank at a slow pace with the help of water jets. The tank is equipped with a series of jet nozzles from which a mixture of air and steam ejects as bubbled air. The water in the tank is maintained at temperatures between 100-130 deg. F. This heat softens soil or mold particles that may be on the fruit and makes easier subsequent washings.

During the 1955 season, the big wash tank was equipped with a device for ejecting detergents into the water as a further measure for softening mold particles and fly eggs. This procedure, worked out cooperatively by Monsanto Chemical Company and Ohio State University, gave promising results, and the Ritter company intends to keep the detergent applier permanently on a stand-by basis.

Waste Disposal

Another feature of the Ritter operation that contributes to efficiency and high quality is the company's new waste disposal system. Waste is pumped from three plant locations to a huge horizontal collection pipe (Johns-Manville Transite). It runs from this pipe to five Link-Belt Vibratory screens which screen out the solids. They are elevated into a hopper from which they drop into trucks and are hauled away. The effluent passes through a Parshall flume where volume of flow is measured by Foxboro flow meters and is discharged into a pump receiving pit. Here, three high-capacity, float-controlled force pumps send the effluent through a big main to a 100-acre spray-irrigation tract two miles distant. The new system, not completely finished, is being put into operation cooperatively by Ritter and the Bridgeton plant of Hunt Foods, Inc.

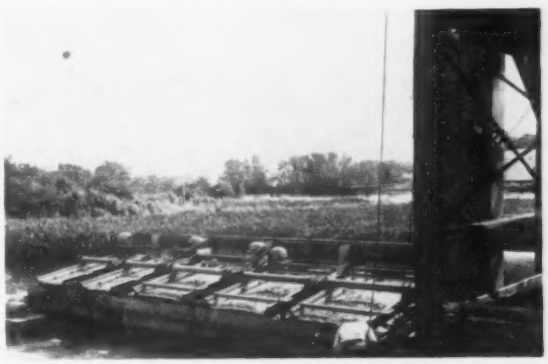
Ritter People

Since any business enterprise is the sum of the people that conduct its affairs, the unusual labor relations of the Ritter company are worthy of comment. Perhaps the closeness of one family management to its people has made this possible. Years ago P. J. Ritter founded a building and loan association to enable his employees to acquire their own homes. Over forty years ago Ritter was the first canner to provide free life insurance to its employees.

Its objective of "steady jobs" has resulted in year-round employment for many of its people and considerably flattened out the seasonal peaks and valleys of employment. Many other features such as plant-wide music, attractive uniforms, economical meals and employee publications make it a good place to work.

Although unionized in 1941, the company never has had a strike or work stoppage in its 101-year history. Its labor relations have been the subject of numerous articles and a study of its merit rating system made by Rutgers University has been used in schools throughout the country. William H. Ritter, Jr., has given personal attention to labor relations and has served for a number of years as chairman of the Employee Relations Committee of the Grocery Manufacturers of America. Weekly meetings of its Labor-Management Committee have enlisted the cooperation and support of both union and employees and resulted in many constructive and profitable suggestions instead of being merely "gripe sessions."

These method examples are further proof that the P. J. Ritter Company follows an age old tradition — "Stay abreast or ahead of the times."



A new waste disposal system has been installed by Ritter Foods in cooperation with Hunt Foods of Bridgeton, N. J. Five high-capacity Link-Belt vibrators separate solids from liquids. Elevator removes solids to hopper which dumps them in trucks for final disposal.

A modern four-row harvester loosens, pulls, and "tops" beets and loads them into truck for delivery to rail siding . . .

. . . where beets are dumped onto conveyor belts which load them into waiting railroad gondolas for shipment to factory.

Progress Is Key In Extracting . . . . . .

Sweets From Beets

- **Increased Production**
- **Harvesting Improvements**
- **Refining Techniques**
- **Future Legislation**

Gondolas of sugar beets arrive at factory siding. Each car holds approximately 43 tons of beets.

The 1955 sugar beet harvest which came to a close in November established an all-time high yield of 16.8 tons per acre, six-tenths tons higher than the previous record set in 1953.

The nation's 60,000 sugar producers in 22 beet growing states, hoping they'll soon be permitted to share in their country's expanding market, are justly proud of this mounting yield. It's a barometer recording steadily increasing efficiency and technological improvements within their ranks.

Unfortunately, this news is not yet as good as it might be for the canning industry and other industrial users. From Chicago westward, canners and others depend on beet sugar to supply three-fourths of their annual sweetening requirements. But until the present Sugar Act is amended new record yields won't provide the extra sugar they might expect.

In fact, when the last of the present crop has been processed in January, there will be less sugar in the warehouses than there was a year ago.

Awaiting final tabulation, this year's sugar beet production is estimated at 12,474,000 tons. Grown on 15 per cent less acreage, this is only 11 per cent below last year, and when converted will yield 1,750,000 to 1,775,000 tons of refined sugar. There's enough on hand, however, to account for 1,800,000 tons maximum which may be sold under present law.

Progress History

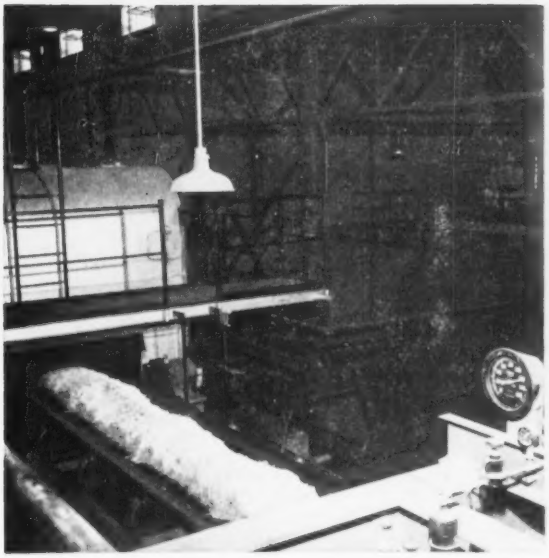
But more important is the amazing story of progress that lies behind this ever-mounting production. Unmatched by sugar producers anywhere else in the world, this progress is little known to either the large industrial user or the housewife who buys both their products.

Look back to 1900 when the average yield was a mere 6.4 tons of sugar beets per acre. It climbed to 9.8 tons in 1920; to 13.4 tons in 1940, and on to this year's 16.8. Still larger yields are assured in the future.

In terms of sugar, scientific and mechanical ingenuity on the part of growers and processors alike now make it possible to produce from 5,000 to 6,000 lb. of refined sugar from one acre of sugar beets. Twenty years ago producers averaged no more than 3,000 lb. of beet sugar per acre.

Not until the early 1800's did the sweetening qualities of the big white sugar beet come into commercial prominence. Napoleon, blocked by the British from obtaining cane sugar for his armies, was the first to underwrite the development of the beet sugar industry. In the ensuing years the potential of this distant relative of the red garden beet attracted international attention. Today it accounts for 40 per cent of the world's sugar supply.

In the late 1830's the first beet seeds were introduced



Beets, sliced like french fried potatoes, enter battery of continuous diffusors at rate of 120 tons per hour. Slices are forced through water to extract sugar content.

Sugar "end foreman" takes sample of juice at vacuum tanks to determine if sugar crystals are ready to be sent to centrifugals and separated from molasses and dried.

into the United States. However, successive attempts in New England, Utah and California failed to convert the plant into sugar. It wasn't until 1870 that a commercially competitive beet sugar factory launched production in Alvarado, Calif. It's been operating ever since, and it has been joined by 70 other factories stretching eastward to Ohio and Michigan.

Incredible physical hardships endured by growers, then employing almost primitive methods of agriculture, are in bold contrast to the fully mechanized operations of today. But for all the toil that was their lot, farmers at the turn of the century came to regard sugar beets as a "money crop," capable of bringing irrigation to the arid west. It did just that.

Progress was slow at first, but has been very rapid of late. When disease, blight and insects threatened to wipe out the industry in its fledgling days, disease-resistant beet seed was developed. This work has never ended, but growers have long since won their independence from seed imported from Europe. Today growers plant 5 lb. of seed to the acre instead of 20.

Crop Improvement And Machines

Attention is now being directed toward a hardier plant with a single and larger root. Even the improved segmented seed in use today germinates many plants which must later be culled out for the good of the stand. To speed this work, technologists have tricked the seeds into a period of dormancy so they'll put on two years' growth in one.

Not until 20 years ago did growers turn their attention toward eliminating some of the dawn-to-dusk back-breaking toil which required a migrant labor force numbering untold thousands. Manpower and horsepower was then the order of the day.

Crudely designed planting drills, two-row walking cultivators, harvesters and beet pilers began to emerge from farm smithies and small town machine shops. From this tinkering with machines and methods sprang the truly revolutionary gains of post World War II. Mechanized topping and lifting of beets, eyed with distrust as late as the 1940's, had won acceptance among 95 per cent of the growers by 1954. This past fall 99 per cent of the crop succumbed to mechanical methods.

So rapid have been the developments in recent years that scarcely has a new machine made a turn around the field before a neighboring grower is extolling the virtues of a superior model. The better one- and two-row harvesters today are capable of lifting, topping and delivering to the factory six times as many tons of beets per day as was possible by hand harvesting methods.

Today American farmers need spend only about one hour of field work to produce enough beets to make 100 lb. of refined sugar. This is by far the lowest man-hour requirement of any sugar-producing area.

One Minnesota grower has developed three- and four-row machines of even greater capacity. Built on a road grader frame, his four-row harvester lifts and loads a truckload of beets every 6 to 12 minutes, depending upon field conditions. Formerly this operation required from one to two hours!

This mechanical evolution is dramatically told in the records of one of the largest sugar-producing companies in the West. In the early 1930's the company recruited 25,000 field workers to help with the harvest. In 1954 the same company was asked to supply only 109 harvest hands!

A South Dakota grower offers graphic proof that this mechanization has advantages much greater than labor saving. On 55 acres his records prove that his efficient new one-row harvester made an extra $770 for him by harvesting 100 lb. more beets per 1,000-ft. row than was possible by hand methods.

The speedier machines have also made it possible to complete the harvest early enough in the fall to escape snow and hard freezes which in the past frequently put an abrupt and costly end to harvesting operations for the year.

Mechanical Efficiency

Thinning of the beets in late spring also has succumbed to mechanization. One six-row thinner, constructed on a revolving hoe principle, now does the work of 30 laborers manning short-handled hoes.

Juices extracted from sugar beets are tested for sugar content and purity by factory chemist. Over 800 tests in a single 24-hr. period are run to assure quality.

Finished product is sacked and stitched in 5-lb. bags at a factory in East Grand Forks, Minn. Sacks are of durable, moisture-tested stock to assure quality.

moves excess beet plants and about 70 per cent of the weeds in one operation. It is mathematically calibrated and easily adjustable to leave any type of stand desired simply by changing hoe heads.

Efficiency in the factories has kept pace with those on the farm. Slicing capacity of many plants has been doubled, even tripled. Continuous diffusors, a method of extracting sugar from the sliced beets by means of warm water, have replaced the earlier single batch equipment. There are also improved automatic centrifugals to spin and separate the sugar from the molasses, as well as better drying, screening and packaging facilities.

The result is the ability to process 100 lb. of sugar in 25 min., compared with 5 or 6 hr. in the early days.

Factories pack a full year's production into a 100-day "campaign," as the annual harvesting and processing cycle is called throughout the industry. Processing is carried on continuously 24 hr. a day by three shifts.

Laboratory Techniques

Throughout the process more than 800 chemical and polariscopic determinations are made in the factory laboratory to protect the purity and constancy of a home grown sugar which has no peer. An electrical or conductivity test, a turbidity test, a color test, a moisture test and a screen test are used.

To better serve the industrial user, the companies have added to their more than a dozen grades and packages new facilities for bulk-bin storage of refined sugar and carload shipments of bulk sugar in freight cars containing 140,000 lb. each. In California where canners of citrus products are near enough to make it practical liquid sugar is delivered to their door.

Of even greater importance to the canner, bottler, candy and ice cream maker and other large industrial user is the fact that sugar remains the lowest cost ingredient of most sugar-containing foods. Its price in the Chicago market, for instance, is currently identical with that of 1947, $8.30 per 100 lb. Most frequent fluctuations have tended 10 to 20 cents lower. Had sugar prices risen in comparison with other commodities during the same period, refined sugar would now be selling at more than $10 per cwt. Thus sugar continues to be the best food buy for both industrial user and housewife.

This is not to say that sugar production costs, like all other production costs, have not continued to increase. Only improvement in methods, both agriculturally and in the factory, have made it possible to hold the line in the face of a cost-price squeeze.

Best guarantee for the industrial user that these prices will remain stable is a modification during the next session of Congress in the present Sugar Act so that the domestic beet sugar producer may once again share in the growth of his country's market. Since 1948 that annual market has grown from 7,200,000 tons to 8,400,000 tons this year.

Mountains of sugar are stacked in warehouse for future delivery to distributors.

Canners—

You'll be welcome at our Hospitality Room

ROOM 420
CLARIDGE HOTEL
ATLANTIC CITY

January 18-21

★

And Visit us in Convention Hall

BOOTH 25

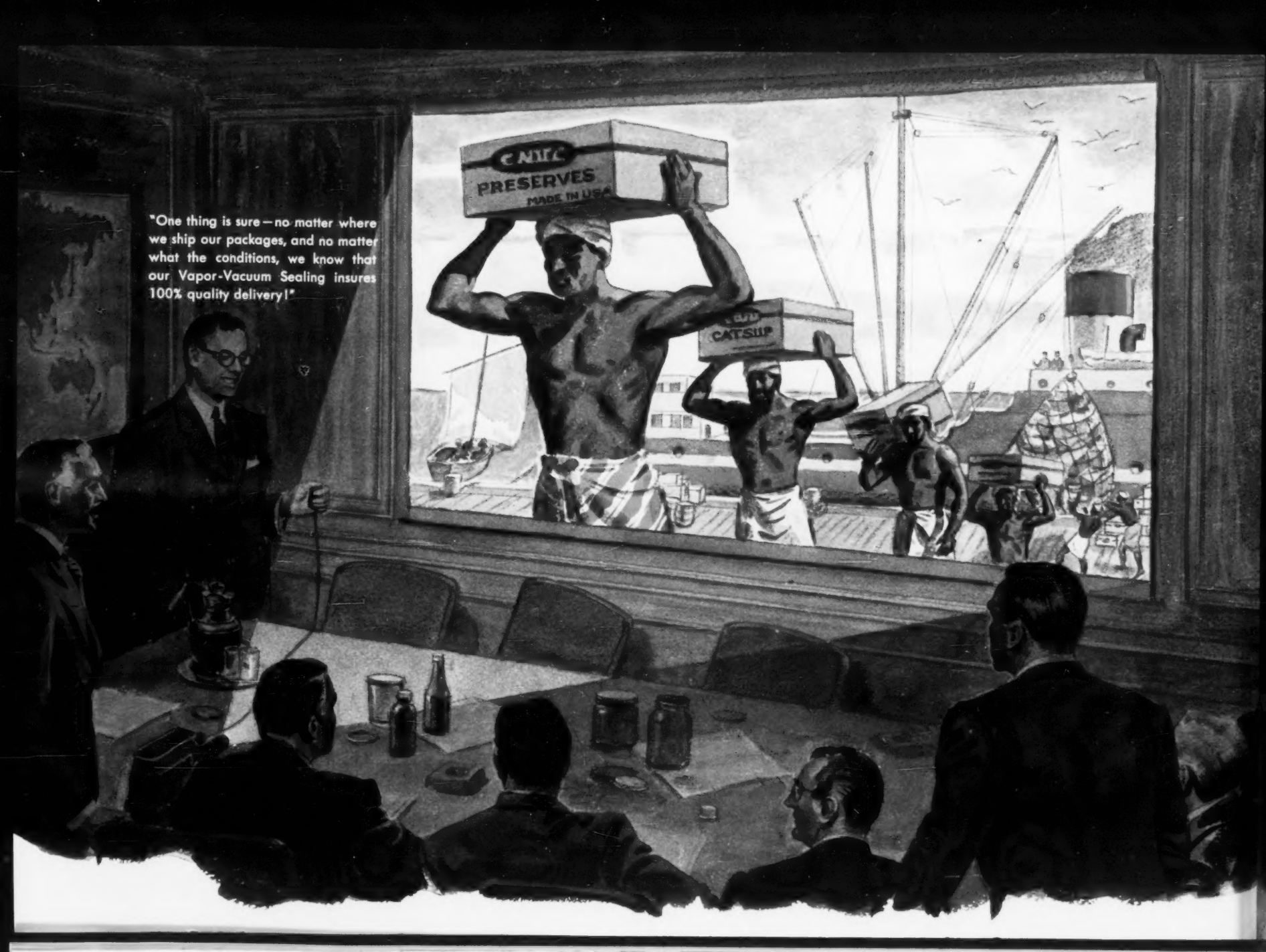
Processors of fine seasonings for all canned and processed foods: *Solublized* Pepperoyal, and other true spice flavors; also, whole or ground spices, *Purified* by an exclusive process under U. S. Sterilization Patent Nos. 2107697, 2189947, 2189949.

The

GRIFFITH
LABORATORIES, Inc.

In Canada—The Griffith Laboratories, Ltd.

CHICAGO 9, 1415 W. 37th St. • LOS ANGELES 11, 4900 Gifford Ave.
NEWARK 5, 37 Empire St. • TORONTO 2, 115 George St.


"One thing is sure—no matter where we ship our packages, and no matter what the conditions, we know that our Vapor-Vacuum Sealing insures 100% quality delivery!"
PRESERVES
MADE IN USA
CATSUP

Why BOARDS OF DIRECTORS

approve "Vapor-Vacuum" Sealing

Whenever the Board of Directors of a food packing organization gets a chance to look at the closure problem, *it's a happy day for the Vapor-Vacuum method!* Boards of Directors have a very nice habit of approving this particular packaging plan.

The reasons for this wholesome situation are interesting—and clear. Consider:

What goes into a glass package—*and what comes out*—isn't always the same thing.

Time and distance and heat and cold can make the contents of any food package face terrific tests. A freight siding on a sub-zero day . . . a long stay in warehouse . . . a jolting journey in a truck . . . perhaps even the blistering heat of a ship's hold or a faraway tropic port . . . these are the kinds of hazards a package has to be ready to face *if it's going to deliver the exact quality that went into it.*

So, when a food packer's Board looks at a closure problem, the whole thing usually boils down to this simple question:
"Will our opened package deliver what we had at the filling stage?"

No generalities, no guesses here!

When a closure situation is brought down to this simple question of *delivered quality*, operating executives can always offer their Boards plenty of concrete facts to back up the choice of the Vapor-Vacuum method.

The production chief may address himself to problems of quality control. When he does, his facts keep pointing to Vapor-Vacuum as the closure that makes quality control easier and more effective, in many ways (not to mention all the other advantages in the overall economy and speed of his operations).

The sales director may be asked about a closure's effect on sales. His usual answer is simply that he wants quality and that Vapor-Vacuum will insure it. Or he may point out that sales of pry-off capped foods now are well over 3½ BILLION packages a year . . . more than all other types of glass packages combined . . . evidence aplenty that these Vapor-Vacuum packages SELL food.

Or *the general manager* may look at questions of making the packaging lines run smoothly—or questions of packaging speed—or the question of the service provided by the closure manufacturer. Again, comparative records will show why Vapor-Vacuum remains the preponderant closure method.

And if *the treasurer* or some other figure-minded Board member says "Let's look at the cost figures!" then the records on output, on trouble-free production, and on inventory values once more will sustain the choice of Vapor-Vacuum.

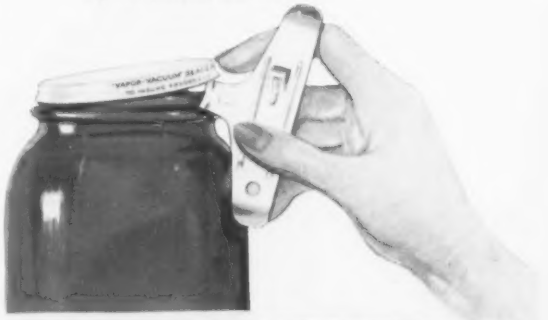
• • •

Is it any wonder that the producers of Vapor-Vacuum are so fond of having closure problems referred to a food packer's Board?

1-56

AN OPENER IN EVERY HOME!

For convenience, there's nothing like the pry-off cap and a LID FLIPPER! And, thanks to EKCO's great distribution machine, there's a Lid Flipper headed for every kitchen!
Try one yourself, and see!



WHITE CAP COMPANY
CHICAGO

222 page volume — 8 x 11 inches. New ideal size — big enough to lie flat — easier to use, easier to read!

CAMPBELL'S BOOK

- Canning
- Pickling
- Preserving

For only $10.00 you can have your personal copy of Campbell's Book on Canning, Pickling and Preserving! Have this one-single, complete source of processing know-how for your finger tip reference. No further computation needed! No other sources necessary!

Charts, tables and formulas are prepared to be taken directly into the quality control laboratory. In preparing specialty products, details are presented on the type of ingredients used, the quantity necessary for a given end volume and the necessary operations to make the combination of ingredients a high quality pack.

Photographs and diagrams which accompany the details show latest equipment in action. Specific information is available for products whether they are packed in a metal or glass container, as well as recommended fill for various container sizes.

Send your check for $10.00 to Vance Publishing Corp., 139 N. Clark St., Chicago 2, Ill.

ACID
Acetic
Acetifi
Acidit
Acidit
Catsu
Cherri
Lactic
Lactic
Musta
Pickle
Preser
Total
AG
AL
ALC
S Fe
S Ger
S Tes
S ALUM
S Cher
Dill
Peppe
Sour
Sweet
SI ANALY
Apple
Argol
SP Beans,
SP Cabba
SP Catsu
ST Cata
ST Cid
I Ci
I
T
STO G
STO Gy
A May
C Must
G Musta
P Peanu
P Poma
STO Salad
STR Sug
STR To
A T
Ca A
Fo A
Mi
Pr
SUC
SUC
SUG.
Sol
Syr
Vin
SULF
SUNI
SWEI
SYRU
Inve
Lem
Orange
Simple
Vanilla
Vinegar
APRICOTS
Butter
Canning
Crushed
Defects
Pinholing
Pits
Preserve
Syrup
ASPARAG
Canning
Types
Soup, cr
AVOCAD
Baked
Butte
Canni
Chop
Cider,
Disco
Fruit
Jelly
Juice
Pinho
Sauce
APPLE
Spra
Vineg
BLANCHING
Apples, steam
Asparagus
Carrots
Cauliflower
Corn on cob.
Beans, dry
Beans, green
Figs
Fruits
Lima beans.
Peaches
Peanuts
Peas
Prunes
Reasons for
Rhubarb
Co
Gr
H
H
M
M
S
T
S
V
V
BE
B
Dressing
From pul
Mushroon
Oyster c
Tomato
Walnut
Walnut,
CAULIFLO
Canning
Pickling
Salting
C-ENAME
CEREALS
CHARLO
CHERRIE
Bleaching,
Bleeding
Candying
Canning
CHICKE
And
Ala ki
Bonele
Bouillo
Broth
Deviled
Diced
Fat
Fricass
Giblets
Pieces
Potted
Roasted
Sandwic
Jam
Jelly
Tomato pa
Vegetable
CONSOMME
COOLING
Method
Jams and j
Peanuts
CORN
Canning
Cremogenize
Cremogevac
Flat sours.
Hominy
Maine style
maraschino
MALT
Sprouts
Vinega
MAPLE
MARASC
Alum
Bleach
Dyeing
Flavor
Sizes
MARSH
MAYON
Analy
Av
ing
Oil separati
PEARS
PECTIN
Fruit jam
Fruit jelly
Gel
Test
PEPPERS
Catsup
Chili or pim
Liquor
Lye peeling
Pot soup
Salting
Sauce
Stuffed
Washing
pH CONCENTI
OATS FO
OILS
Essentia
Corn
Cotton
Mustard
Oil sepa
Peanut
Sesame
OKRA, C
OKRA, SC
OLEO RE
OLIVENA
IONS
TOMAT
ing
TANGERINE MARMALADE 105
TANKS
Catsup 64
Concrete, pickling 120
Cooking, tomato products 55
Pickling 120
TARTAR, GRAPE JELLY 102
TARTAR SAUCE 165
TARTARIC ACID, PRESERVES 97
TARRAGON HERB, SALTING 135
TESTING PEARS 21
THOUSAND ISLAND DRESSING 165
TIN PLATE AT 170
-71
1-72
54
34-136
46-73
59-62
47
54-57
46-73
57
58
47
77
93
92
194
37
168
23
53
163
6
150
170
64
166
112
Soup 95-
Strained 74
VEGETARIAN STYLE BEANS 76
VINEGAR
Apple chops 126
Black, cause of 119
Catsup 65
Distilled 128
Eels 116
Flies 116
Fruit 127-123
Garlic 129
Generator and tank cleaning 118
Grape or wine 128
Honey 129
Lice 116
Malt 126
Principles of making 114-123
Spiced 129
Wine 128

Convention Roundup—1955

Future Progress And Bright Predictions—Theme Of Fall Meetings

Albert Bloodworth, Cherokee Products Company, Haddock, was elected to the presidency of the Georgia Canners Association at the group's annual convention held at Daytona Beach, Fla., on December 2 and 3.

Others named to important posts in the state organization were: J. J. Edwards, Besco Products Company, Zebulon, first vice president; C. H. Bateman, Bateman Canning Company, Macon, second vice president; and Ken Williams, Griffin Chamber of Commerce, secretary & treasurer. J. Edward White, White Packing Company, Vienna, was elected the association's representative to the board of directors of the National Canners Association.

Approximately 150 members and associates of the Associated Pimiento Canners and the GCA attended the annual two-day convention.

The opening session was devoted to a review of the year's activities by several committees with a special greeting by Dr. F. F. Cowart, Georgia Experiment Station. In a meeting confined to pimiento canners, a promotion program for the following year was presented and approved. A new publication, a four-color cook book on pimientos, will be issued soon to spearhead the promotion program.

Feature speaker of the meeting was Dr. Charles Mahoney, National Canners Association, who spoke on "Raw Products Research as Related to Canned Fruits and Vegetables."

The annual meeting of the Illinois Canners Association stressed an accident and safety program in its session held at the Bismark Hotel, Chicago, November 2 and 3.

Leland Bergstrom, personnel director, Illinois Canning Company, headed a panel as moderator in conducting a forum on accident prevention. Awards were made to the following companies for their outstanding safety programs during the year: perfect asparagus pack, Streator Canning Company and Rochelle Asparagus Company; perfect pea pack recognition, California Packing Company (Plant No. 1) and Plant No. 2. Lowest corn pack accident award was won by the DeKalb plant of California Packing.

Perfect tomato pack award was given Illinois Canning Company and the G. S. Suppiger Company. Officers and directors of the ICA are not elected until the association's annual business meeting in February.

Vernon Otto, president of the Illinois canners, presided over the annual luncheon meeting attended by 135 members and guests. The association president reviewed the activities of the year and stressed the importance of the association to its members.

J. Roger Deas, American Can Company; Carlos Campbell, National Canners Association; and Otto Steffey, president of the Illinois Agricultural Association were the principal speakers at the meeting.

Committee reports, plus invited speakers, held the major spotlight at the Iowa-Nebraska Canners Association's annual meeting in November.

Irving Nelson gave a report for the Auditing Committee and covered recommendations for proposed auditing procedures to be voluntarily adopted by the group's members. Keith Moore, reporting on activities of the Legislative Committee, explained the Unemployment Compensation Law. He revealed to his fellow members that the law will bring savings to employers.

Speakers on the program included Dr. E. S. Haber, Iowa State College, who spoke on, "What the Sweet Corn Breeder Must Consider in Hybrid." He was followed by Dr. L. P Lana, also of Iowa State College, who gave information on moisture as a result of maturity studies on sweet corn.

A committee was appointed by President Fred Wright to investigate the adoption of a safety program to be carried out by the individual membership along the same lines as now practiced in other states.

Officers elected for the ensuing year are: president, Fred T. Wright, Beaver Valley Canning Company, Grimes, Iowa; vice president, Alfred Rieck, Tripoli Canning Company, Tripoli, Iowa; and secretary-treasurer, Guy E. Pollock, Marshalltown, Iowa.

The Indiana Canners Association staged its 74th annual meeting on November 17 and 18 at French Lick Springs. Total registration numbered in excess of 400.

New officers elected by the board were: president, Arthur B. Noble, Ray Brothers & Noble Packing Company; vice president, Charles Shuttleworth, Shuttleworth

Foods; and reelected treasurer was B. R. Nelson, Blue River Packing Company. New directors are: Kenneth Lucas, Indiana Packing Company; Ernest Reichert, Orestes Canning Company; Jack Rider, Kenneth N. Rider Company; and Charles Amick, Mays Packing Company.

Joseph E. Burger, vice president, Corneli Seed Company; J. Roger Deas, American Can Company; and George Morrill, president, National Canners Association, addressed the members during the two-day meeting. C. S. McQuiston, assistant director, Indiana Employment Security Division, aided all canners in handling unemployment compensation problems.

Kenneth Rider, was awarded a plaque as a token of respect for "one who personifies the Indiana canner." The presentation was made at a luncheon by Ed Dunlap, who also made note of the 25th corporate anniversary of the association.

The board of directors adopted a budget for the coming year of approximately $2,000 less than for 1955. It was also decided to maintain the same dues schedule for 1956 as was in effect at the end of 1955.

As is usual practice under the by-laws, all committees were dissolved. New committees will be appointed by the new president.

Grand Rapids was the site of the Michigan Canners & Freezers Association's annual convention, December 5 and 6.

Highlighting a full two days of meetings and addresses by leaders in the field, was a talk by W. U. Hudson, Gerber Products Company and president-elect of the National Canners Association. (See page 76).

He stressed the fact that scientific research has built the canning industry into a great public servant that has elevated the living standard of the nation and the world. He went on to say that most of the major innovations in the food processing industry have come about because canning is based on scientific research. In this instance he used the discovery of juice concentrates, etc., as prime examples.

In addition to the interesting talk delivered by Mr. Hudson, those in attendance were treated to an information-crammed sales clinic plus a very successful cutting bee.

Officers to guide the affairs of the Michigan Association for the coming year are: president, Gary S. Morgan, John C. Morgan Company, Traverse City; vice president, Howard C. McDonald, Oceana Canning Company, Shelby; secretary-treasurer, Reed M. Roberts, Grand Rapids (reelected).

An atmosphere of optimism and confidence marked the 70th annual meeting of the New York State Canners & Freezers Association held in Buffalo, December 8 and 9.

More than 1,000 representatives of the Empire State's processing industry were in attendance. Leading figures in the industry addressed the audience during the two-day gathering. Daniel Carey, New York State commissioner of agriculture, congratulated the membership on their past progress and offered the continued cooperation of his department to make the industry "bigger and better."

The outstanding event of the first day's sessions was the conferring of safety awards to 46 winners in the second annual Accident Prevention Campaign, sponsored jointly by the association and the Associated Industries of New York. The Grand Award went to the H. J. Heinz Company plant at Medina, with a record of 318,614 man hours between May 30 and October 30 without

George B. Morrill, Jr., president, National Canners Association; George L. Mentley, president, National Frozen Food Packers; and J. Roger Deas, Atlantic Division representative, American Can Company, were among the first day's speakers. They examined the present situation within the industry and predicted a bright future.

Dr. Kenneth McFarland, educational director, General Motors; and Joseph E. Burger, vice president, Corneli Seed Company, addressed the second day's luncheon. Both men carried a message of sales philosophy to their audience in an interesting and instructive manner.

William H. Sherman, secretary of the New York association, said in his talk to the members, that they "should go into 1956 with a reasonably good cleanup of present inventories." The total pack most probably will approach the 30,000,000-case mark this year, he pointed out, and "we will have set a new high for frozen fruits and vegetables in New York."

New officers and directors of the NYSCFA, elected for 1956, are: president, Robert D. Waterman, Waterman Fruit Products Company, Ontario Center; vice president, Edward Steele, Red Wing Company, Fredonia; treasurer, Irving Greenwood, Greenwood Foods, Incorporated, Waterloo; secretary, William H. Sherman, Rochester. New directors, elected to three-year terms are: William Bindnagle, Hexton Foods, Incorporated, Oakfield; John Hall, Sterling Cooperative, Incorporated, Sterling Station; and William Renton, H. J. Heinz Company, Medina and LaVerne Spring.

The Hotel Carter, Cleveland, was the scene of the Ohio Canners Association's 48th annual convention on December 5 and 6.

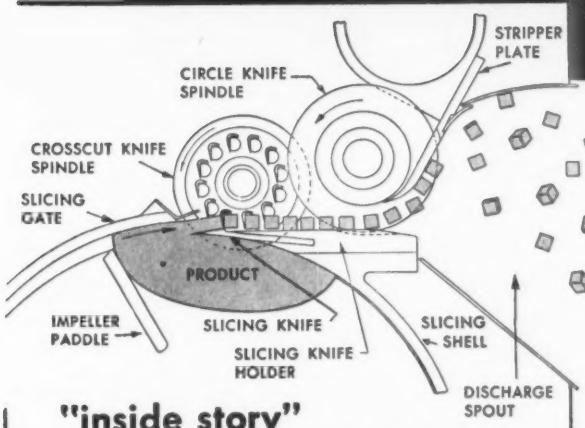
Several reports given by committee chairmen and special topic assignees attracted keen attention and interest. The report of Leroy Wegner, substituting as chairman of the Publicity Committee, gained wide favor. He covered the association's activities at the state fair and the attention-getting publicity program conducted through the Buckeye Grocer, which gave "strong editorial support" to the state's food processors during the year. Mr. Wegner also complimented the work of Dr. Wilbur Gould, *Food Packer's* quality control editor, for his fine work and leadership in presenting the group's outstanding fair exhibit. (*Food Packer*, October 1955).

Dr. Gould reviewed the activities of the Ohio State University laboratories' research program for the year. This program covered, according to Dr. Gould, corn grade relationships; quality evaluation word – highlight;

(*Continued on page 60*)

URSCHEL Model F Dicer

for perfect 3/8" cubes



on Carrots, Potatoes, Beets, Onions, Turnips, Mushrooms, Cabbage, Pickles; on Pineapple, Apples and other Fruit.

Also perfect 3/8" French Fry Potato Cuts.

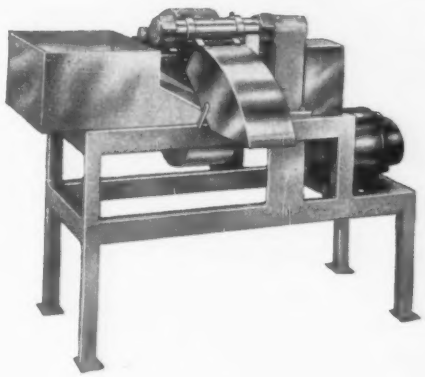
"inside story" of the High Speed Model "F"

NEW, PLANT-PROVED OPERATING PRINCIPLE

As illustrated above, the product to be diced is fed first to the inside of a slicing shell, where it is then rotated by an impeller at high speed. Centrifugal force causes product to slide around the inside surface of slicing shell. As product approaches top of this shell it slides over an adjustable slicing gate which controls slice thickness. Slicing knife is at top of slicing shell. At the instant of slice, cross cut knives ride down, cutting slice crosswise into strips, or french fry cuts. These knives throw the product into the revolving circular knives that cut the strips into cubes.

This new cutting principle has many advantages over previous methods. When slicing any product with a knife, the product tends to crack parallel with the knife's edge, particularly in brittle, root vegetables. In the Model F, product cracking is overcome by *cutting parallel with the strains set up*, thus eliminating strains and the resultant cracking.

Product damage is eliminated by moving the product in a straight line from the time the first cut is made until the last cut is made, which reduces impact and crushing, and makes possible the high operating speed and quality of cut produced.



FACTS:

CHIP LOSS—up to *two-thirds reduction in chip loss.*

CAPACITY—enormous. Example — white potatoes up to *9 tons per hour.*

DESIGN—unit swings open quickly for cleaning, adjustment, inspection or repair.

SIZE—takes only 15 sq. ft. of floor space.

CONSTRUCTION—ruggedly built, dependable, plant-proved unit, with low maintenance cost.

PRECISION HIGH-SPEED FOOD CUTTING EQUIPMENT

URSCHEL LABORATORIES INC.
VALPARAISO, INDIANA

manufacturers of precision, high speed cutting equipment for delicate food products

What's New?

Supplies • Equipment • Trade Literature

Aluminum Chain

Aluminum chain passes inspection

After many years of experiment and research the McKay Company, 1005 Liberty Ave., Pittsburgh, has produced an aluminum chain for commercial purposes. It is available in 1/4", 5/16", 3/8", and 1/2" sizes. Success of the chain lies in the welding process discovered by the makers.

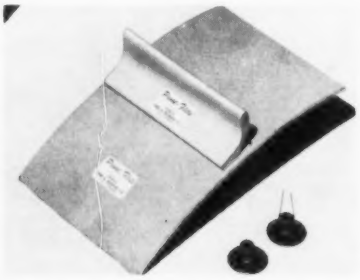
The new chain, naturally, is very light in weight, non-sparking and non-magnetic. Being 65 per cent lighter than welded steel chain it has a load capacity equal to 60 per cent of steel.

Conveyor Belt Rubber Cleats

Easily attached to any belt by means of molded rubber rivets, new Pivot-Flight rubber cleats have been developed by Holz Tire & Rubber Company, Lodi, Calif.

The cleats, according to the manufacturer, offer an economical solution to the problem of conveying loads up steep inclines.

Cleat installation can be accomplished without removing belt from conveyor. Pivot attachment and use of rubber rivets eliminates any stiffening at base of cleat and resulting strain on belt in passing overhead and tail pulleys. All parts are exposed for steam cleaning and resilient rubber construction prevents bruising of fruits or vegetables.

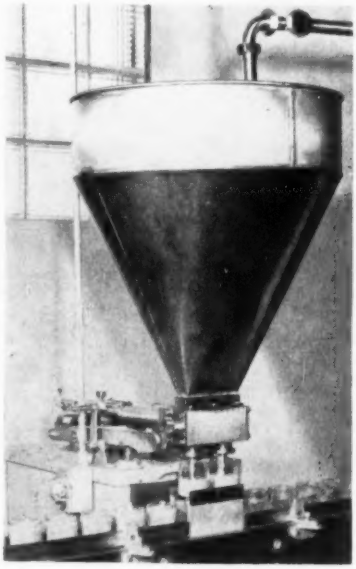


Rubber cleats prevent incline-slippage

●

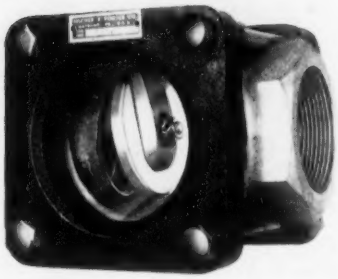
Twin Piston Filler

The new "Simplex" Model T Twin Piston Filler is fully automatic with stainless-steel contact parts. It has a dispensing speed of 45 per minute and a raising table to eliminate air pockets in straight line operation. The "Simplex" is manufactured by F. L. Burt Company, 571 Seventh St., San Francisco.



New filler easy to dismantle for cleaning

Sight Flow Indicator



Valve puts flow in plain sight.

A sight flow indicator – reportedly the first to combine flow indication with positive check of back-flow – is being manufactured by Fischer & Porter Company, Philadelphia.

A self-aligning flapper seats securely over the entrance if back-flow occurs. Two 1/2-in. thick windows afford good visibility of flow.

Solution-Lifting Steam Gun

Oakite Products, Incorporated, 19 Rector St., New York, has recently introduced a new design in steam guns. Feature of the new item is that the cleaning solution is used to protect the user from the heat of the steam. This is done by using a system described as "a tube within a tube" whereby the steam passes through an insulated interior tube and the cleaning solution through the exterior. Solution is automatically drawn into the nozzle by partial vacuum created by steam.

Gun protects operator

The gun has a sealed rotary joint enabling the operator to rotate the nozzle without twisting and manipulating a heavy steam or solution hose.

31 CANNERS' CONVENTIONS EVERYDAY*

Everyday, in every Hazel-Atlas factory and sales office, packers' problems become our own.

Solving them is as important to us as the furnishing of the glass packersware that protects and sells.

***A Hazel-Atlas sales office or factory is near you.**

HAZEL-ATLAS GLASS COMPANY WHEELING, WEST VIRGINIA

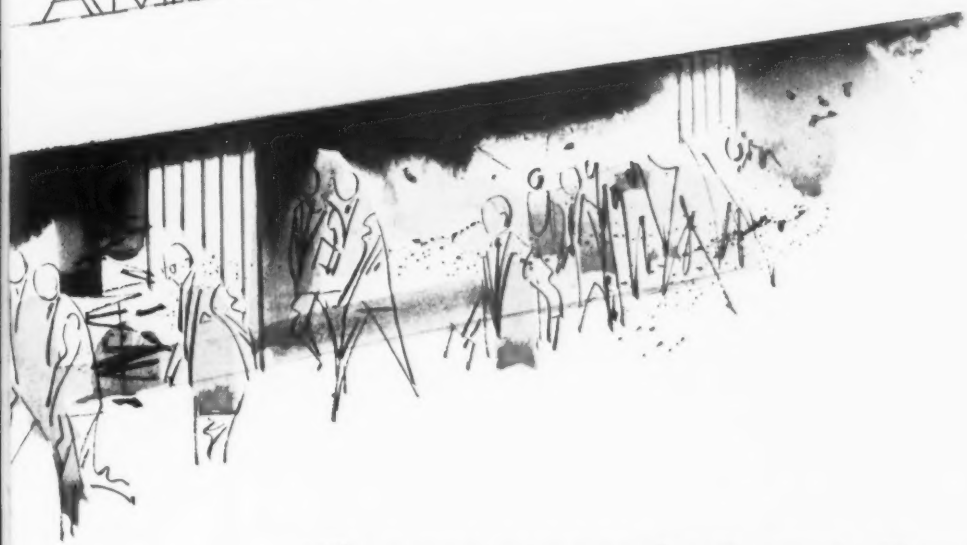
★ Factories ● Sales Offices

COME TO

CANCO

FIRST !

AMERICAN CAN COMPANY



When you come to the Canner's Show, come to #8 Relish Avenue first!

It's that time of year again. And when the NCA-CMSA Convention opens on January 18, your friends from Canco will be on hand to greet you . . . at #8 Relish Avenue in the Atlantic City Convention Hall.

We have some new things to show you . . . and some old things with brand-new twists. And we have the biggest Welcome Mat in town . . . urging you, always, to come to Canco *first*.

Freezing News

Promotion • Selling • Research

Birds Eye Introduces Pre-Cooked Dinners

Two pre-cooked dinners – one pot roast, the other turkey – are currently being introduced by Birds Eye. The pot roast dinner consists of beef, gravy, parsley buttered potatoes and peas. The turkey dinner includes peas, parsley buttered potatoes and dressing. The dinners are packaged in heat-n-serve aluminum foil divided trays.

Introduction plans for the dinners include an incentive offer for the trade and a consumer offer, in the form of a coupon good for 25 cents off the next purchase price of either of the Birds Eye dinners.

●

Truckers Form New Division For Freezers

The American Trucking Association has announced that a special division has been formed for refrigerated carriers, to serve the frozen food industry.

The new division has been named the Refrigerated Carrier Division with Sidney Alterman, president of Alterman Transport Lines, Inc., Miami, as temporary chairman.

Lawrence S. Martin, secretary-manager of NAFFP, called this move "a long step toward solution of the many problems which have confronted frozen food packers – particularly small packers – who are largely dependent upon motor transportation to get their products to the markets.

"It constitutes recognition of the frozen food industry," Martin said, "as an increasingly important segment of the over-all food industry. Truckers who have been turning down less-than-truckload shipments of frozen foods as being unprofitable are now convinced that they have been doing so at the risk of losing more important business in the future."

The purposes of the new division are to provide a central agency through which refrigerated truckers can exchange information and experience, develop improved mechanical equipment, devise better handling methods, and maintain liaison with frozen food shippers in the solution of mutual problems.

●

NAFFP Reports More Peaches, Less Corn

Preliminary pack statistics compiled by the National Association of Frozen Food Packers on two separate crops showed varying results. The frozen peach pack, even with the southern crop virtually wiped out, was the largest since 1946. On the other hand, the pack of frozen cut corn was lower than it has been since 1952.

The total pack for frozen peaches was 46.9 million lbs., the report shows. This is higher by 29 per cent than 1954. Of the total pack, 34 million lbs. was processed in the west, a gain of 55 per cent over last year's 22 million-lb. total. Both the midwestern pack (5.6 million-lbs.) and the northeastern pack (7.2 million) were higher than last year. The south, which last year packed 3.9 million lbs., lost practically all of its crop because of freezing weather early this year.

About 80 per cent of the frozen peach pack went into institutional and industrial containers. Retail sizes accounted for the other 20 per cent.

For frozen cut corn, the year's complete pack totaled 66 million lbs. This was 15 per cent under last year's 78.2 million lbs., and all of the drop can be accounted for in the west where the pack went from 42 million lbs. in 1954 to 26 million this year. Moderate gains were shown in the midwest, east and south.

●

Fox DeLuxe Offers Frozen Turkey Parts

Fox DeLuxe Foods is offering a line of turkey parts, frozen fresh in plastic bags. Available are breasts, legs and wings. Recipes are printed on the packages.

●

Strawberry Pack Hits Record Total

The 1955 pack of frozen strawberries is a record-making 260 million pounds, according to the National Association of Frozen Food Packers. In its survey, the NAFFP revealed that, exclusive of California where production is still in progress, the 1955 pack is 26 million pounds greater than last year. California's production is running some 14 per cent ahead of 1954.

The biggest producing area was, as usual, the northwest, where six states–Washington, Oregon, Idaho, Utah, Montana, and Colorado–accounted for 120 million pounds, 20 per cent above 1954.

Calling attention to the increased trend to retail sizes, the association reported that some 47 per cent of the total pack went into containers for retail sale. Most of these were the 10-oz. size, followed by the 16-oz. package.

●

Armour Test Markets Frozen Mincemeat Pie

An old-time seasonal delicacy becomes available the year round with the Armour & Company announcement that it is test marketing a prepackaged frozen mincemeat pie.

The new product is packaged in a 10½-oz. cardboard carton with a waxed green and white overwrap to combine maximum quality protection with self-service display appeal. A full color photograph of the pie, with a portion cut away to show the contents, provides the appetite stimulus on the package front.

The pie, which may be divided into two or three portions, is ready to serve after baking 30 minutes from the frozen state.

Armour is seeking to promote year round mincemeat pie consumption with the slogan: "Spice your everyday living with holiday flavor."

Capture your share of America's "Heavy" Market with

NEW PFIZER CALCIUM CYCLAMATE THE NON-CALORIC SWEETENER

If the dietetic shopper isn't on your "wanted" list you're overlooking a tremendously rewarding market! *Over 34 million men and women are overweight or have diabetic problems.*

That means *one out of five* people is a perfect prospect for your product sweetened with Pfizer Calcium Cyclamate. And it's no wonder the retailer is so eager to please these shoppers. They go from store to store with their shopping lists for those low calorie (but high profit) foods and drinks.

Pfizer Calcium Cyclamate is the *ideal sweetener* for your product. It's highly stable. Doesn't lose its sweetening effect in cooking, baking, canning or freezing. Doesn't impart bitter off-tastes or after-tastes. And it's compatible with *all* flavorings.

And Pfizer is your ideal source for technical help, with vast experience in food and beverage ingredients covering nearly a century of activity. Learn more about how you can put your product within reach of that "super-potential" shopper with new Pfizer Calcium Cyclamate. Contact Pfizer now.

Manufacturing Chemists for Over 100 Years

Pfizer

CHAS. PFIZER & CO., INC.
Chemical Sales Division
630 Flushing Ave., Brooklyn 6, N. Y.
Branch Offices: Chicago, Ill.; Atlanta, G
Vernon, Calif.; San Francisco, Calif.

The Market Place

News of Promotion & Selling

National Kraut & Frankfurter Week

One of the all-time popular favorites, kraut and frankfurters, will be spotlighted in the eighth annual National Kraut & Frankfurter Week, February 2-11. The poster pictured above with the bottom section blank for brand imprint is available to grocers without cost, along with advertising drop-in mats from kraut or frankfurter suppliers. Newspaper food pages, national magazines and radio and television cooking shows from coast to coast will be featuring the combination in recipes, photos and stories.

Public Turns Down New Ketchup Jar

H. J. Heinz Company is telling its consumers that their suggestions for a packaging change for Ketchup turned out to be a dud.

For years, the company reports, people have suggested that a wide-mouth Ketchup bottle or jar be introduced for greater convenience in serving. So the nation's No. 1 Ketchup producer set out to oblige the customers.

Two new jars were designed (see cut), each with a wide mouth which permitted easy spooning. They were attractive for table use and the labels were simple and easily removed if the server wished to have more individuality on her table. The new packages were placed alongside the old long and narrow-necked bottle. In a three-month market test, the old bottle outsold the new by 17 to 1 at first, and by 33 to 1, later.

Heinz is discontinuing the experiment with the certain knowledge that sometimes consumers really don't want packaging changes – even though they are considerably vocal in their suggestions.

Mustard Squeeze Bottle Introduced

For the first time, a major mustard manufacturer is packaging his product in an 8-oz. polyethylene squeeze bottle, made and printed by the Millsplastic Division of Continental Can Company. The new package was adopted for convenience, eye appeal, shelf life and keeping quality by Plochman & Harrison, mustard manufacturers of Chicago and Jersey City.

The yellow bottle, with red silk-screened printing, features a closed spout tip for positive seal while the package is on the grocer's shelf. Consumers cut off the tip of the spout to open the bottle; a re-seal cap is provided, to fit over the spout, for reclosure of the bottle.

Mother's Products In Tear-Tape Cartons

Both Mother's Old-Fashioned Gefilte Fish and Mother's Old Fashioned Borscht, packed by Mother's Food Products, Inc., 50 Wheeler Point Rd., Newark, N. J., are now being shipped in easy-opening tear-tape cartons supplied by Owens-Illinois Glass Company. Jars in which the products are packed are manufactured by Owens-Illinois and Anchor-Hocking; lithographed metal closures are produced by Anchor-Hocking. Ross Printing Company supplies the labels.

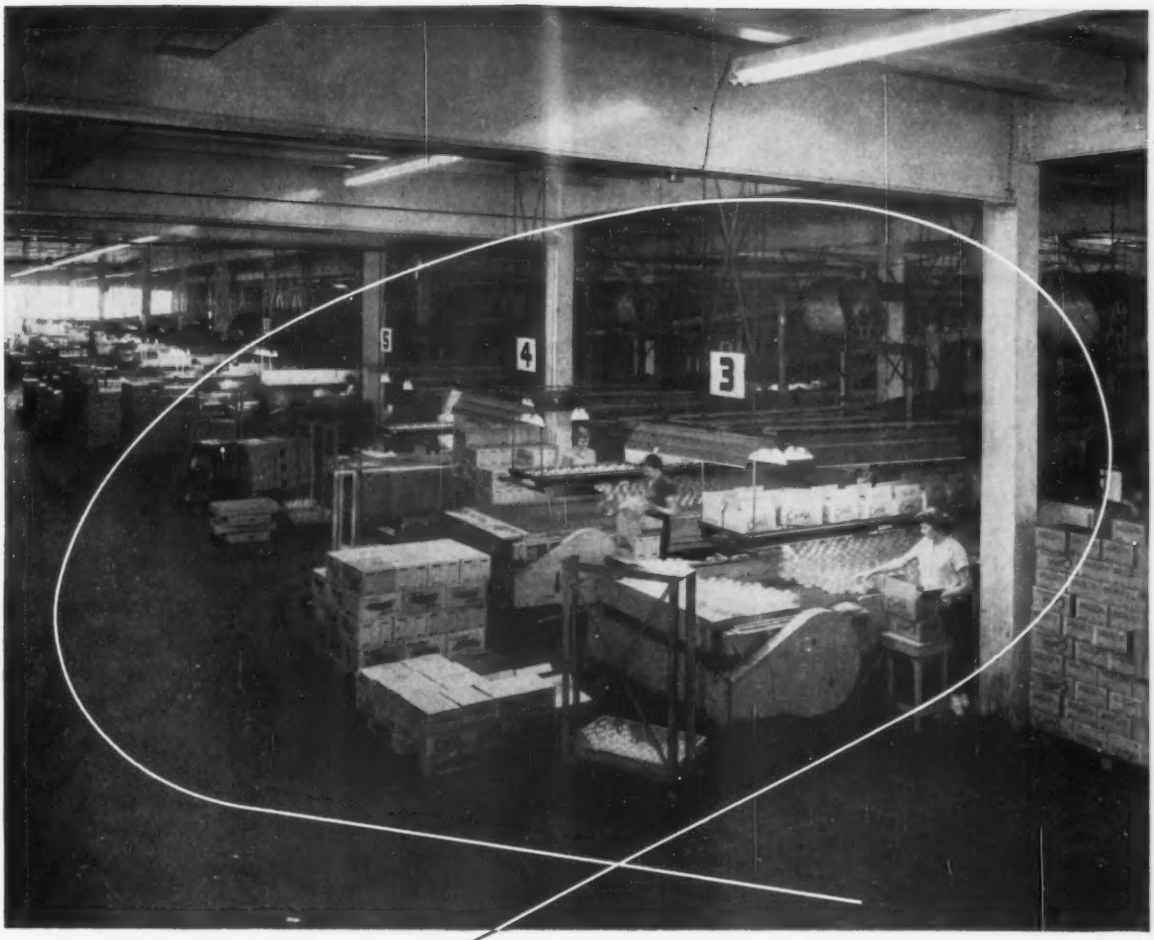
Junior Foods Promotion Launched

"Junior Foods represent an important sales potential for many grocers," says Joseph Bagley, vice president and general sales manager of Gerber Baby Foods.

"Record sales of Junior Foods reflect the increasing number of toddlers now eating many new varieties as well as the popular vegetables, fruits and desserts."

Mr. Bagley's comments preceded kick-off of a national February promotion on Junior Foods, being launched by Gerber to help grocers expand their baby-food sales to the country's current 9,000,000 junior-size babies.

The drive will feature mother-toddler luncheon suggestions on two national television shows; in full-color ads in grocery-distributed magazines; in full pages in 13 women's magazines; and in newspaper ads in 83 cities.



All ready for your 1956 Pack!

Every month more and more glass containers are coming off the lehrs at Tygart Valley. A long-term expansion and modernization program has now brought our production to the highest peak in our 60-year history of glass-making. But volume, in itself, is no achievement without quality; and effective measures have been taken to safeguard our traditional high standards of manufacture, inspection and sanitation. With greater usable plant capacity and stringent quality control, Tygart Valley is all ready for your 1956 pack!

TYGART VALLEY GLASS COMPANY

Washington, Pennsylvania

Outlook For Canning Industry—1956

By
GEORGE B. MORRILL, JR.
President - NCA

Present indications are that 1956 will be a relatively good year for the canning industry. With consumer income and employment expected to reach new highs, the demand for canned foods is expected to continue at a high level throughout the year.

The supply situation further enhances this outlook for the industry.

Decreases in the consumer price for some individual commodities are expected to be offset by slight increases in other items. For the past five years the retail price index for canned fruits and vegetables has fluctuated within the narrow range of 103 to 105 per cent of the 1947-49 average, while the index for all foods has risen to 112 to 114 per cent of the same average. Canned foods have consistently been one of the best buys available to the consumer.

The percent of families using canned foods is expected to be broadened this year. The per capita consumption of canned foods, it is predicted, will remain at high levels. Whether total per capita consumption exceeds the 1955 rate will depend largely on the volume of the 1956 pack. The expected increase of about 3 million in population during 1956 will probably require about 10 million additional cases of canned foods.

George B. Morrill, Jr.

The increased supply of canned fruits, however, may result in new highs in per capita consumption in this group. Per capita consumption of canned vegetables is expected to be maintained at the same high level of recent years. Baby foods and specialties are expected to continue their upward climb in usage and per capita consumption.

Supply-Demand In Good Balance

Although the total supply of all canned foods will be slightly greater this year, the distribution of commodities is in better balance. The excessive supplies held during the past year or two for such commodities as sweet corn and tomato juice have been reduced. There, perhaps, will be instances where demand will exceed the available supply during the next 12 months. The total stocks of canned foods carried over by canners, at the beginning of this pack-year, were about 20 per cent less than at the start of 1955.

Distributors' stocks also were up slightly at the beginning of the marketing season.

Canned Fruits—The large 1955 pack of canned fruits will result in a record quantity available in the 1955-56 season. The pack for 1956 may be somewhat smaller than the pack of 1955. Decreases in the 1956 pack appear likely for apricots, cherries and plums. Actual size of the pack, of course, depends upon carryover stocks and available supplies of raw fruits.

Per capita consumption of canned fruits in 1955 was 5 per cent above 1954. Indications point to a further increase in this category for the coming year.

Canned Vegetables—The supply of canned vegetables during the 1955-56 marketing season will be in fairly good balance with the expected demand. Canners' carryovers of the major vegetables were about 20 per cent less than in the previous year, but distributors' stocks are about five per cent higher. However, the total supply of canned vegetables will not differ greatly from the previous year. Consequently, with the increase in population the supply may not be large enough to permit the high level of 1955 per capita consumption. This supply situation for canned vegetables may result in slightly higher retail prices for items in short supply. In order to meet the supply deficit, the 1956 pack is expected to be larger than that of 1955. Smaller supplies of canned kraut are available for 1956. As a result, prices of this commodity into mid-1956 are expected to average above 1955 prices. Although the 1955 pack of canned peas was 14 per cent above the 1954 pack, the total available supply will be only moderately larger than in 1955.

Canned corn, which was consumed in record quantities last year, may actually be short in certain styles and grades. Hence, if sweet corn consumption continues at the high level of a year ago and canners are left with a normal carryover at the end of the 1955-56 season, there will be a possible 10 per cent deficit in supply.

Despite a smaller 1955 pack, the supply of canned green and wax beans is about the same as that for the 1954-55 season.

The supply of canned tomato products for 1956 shows a closer relationship with the probable demand than in recent years. A strong demand for tomato products is expected to continue through 1956 and will probably result in larger packs this year.

Canned Fruit Juices—Production levels of 1954-55 is expected to be maintained through this year. A good supply is predicted and large packs in prospect.

Canned Fish—The total supplies of salmon, Maine sardines, along with tuna, are expected to be lower in 1956 than in the previous year. The continued upward trend of tuna consumption is expected to carry on.

Improved Competitive Position

During the 1954-55 season many canners showed a net loss. However, by 1956 many of the elements which caused this have changed and the prospects for a better year are bright.

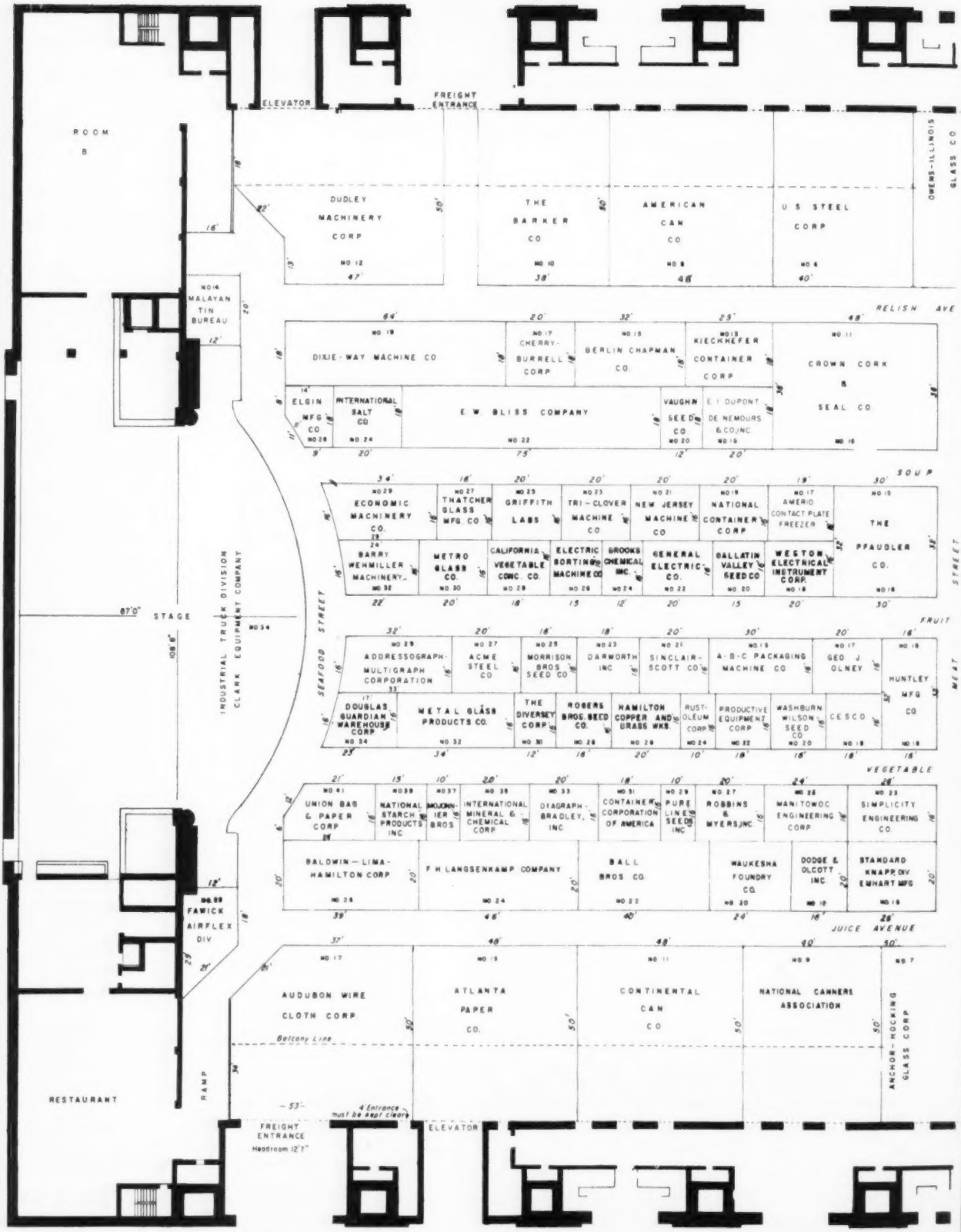
Convention Directory

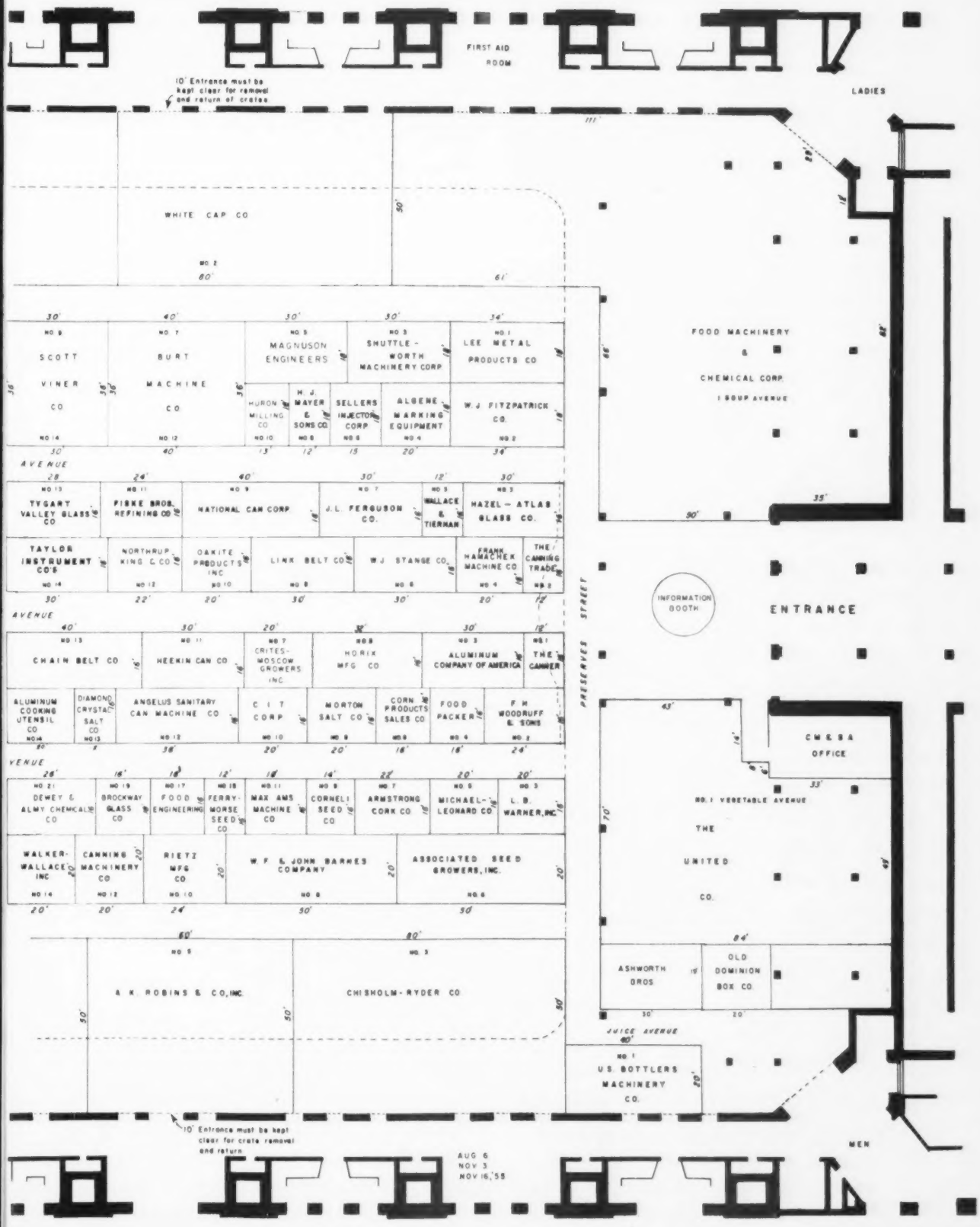
Who Do You Want To Talk To? What Do You Want To See? Next Four Pages Make It Easy.

Exhibitor	Booth Address
A-B-C- Packaging Machine Corp.	19 Fruit Ave.
Acme Steel Co.	27 Fruit Ave.
Addressograph-Multigraph Corp.	29 Fruit Ave.
Algene Marking Equipment Co.	4 Soup Ave.
Aluminum Company of America	3 Fruit Ave.
The Aluminum Cooking Utensil Co.	14 Vegetable Ave.
American Can Company	8 Relish Ave.
Amerio Contact Plate Freezers, Inc.	17 Soup Ave.
The Max Ams Machine Co.	11 Vegetable Ave.
Anchor Hocking Glass Corp.	7 Juice Ave.
Angelus Sanitary Can Machine Co.	12 Vegetable Ave.
Armstrong Cork Co. Glass & Glassine Div.	7 Vegetable Ave.
Associated Seed Growers, Inc.	6 Juice Ave.
Ashworth Bros., Inc.	4 Juice Ave.
Atlanta Paper Co.	15 Juice Ave.
Audubon Wire Cloth Corp.	17 Juice Ave.
Baldwin-Lima-Hamilton Corp.	26 Juice Ave.
Ball Brothers Co, Commercial Glass Div.	22 Juice Ave.
The Barker Co.	10 Relish Ave.
W. F. & John Barnes Co.	8 Juice Ave.
Barry-Wehmiller Machinery Co.	32 Fruit Ave.
Berlin Chapman Co.	15 Relish Ave.
E. W. Bliss Co.	22 Soup Ave.
Brockway Glass Co., Inc.	19 Vegetable Ave.
Brooks Chemicals, Inc.	24 Fruit Ave.
Burt Machine Co. Attn: H. A. Miller, Gen. Mgr.	7 Relish Ave. & 12 Soup Ave.
California Vegetable Concentrates, Inc.	28 Fruit Ave.
The Canner Publishing Co.	1 Fruit Ave.
Canning Machinery Co.	12 Juice Ave.
The Canning Trade	2 Fruit Ave.
C E S C O	18 Vegetable Ave.
Chain Belt Co.	13 Fruit Ave.
Cherry-Burrell Corp.	17 Relish Ave.

Exhibit	Booth Address
Chisholm-Ryder Co.	3 Juice Ave.
Chisholm-Ryder Co. of Pa.	3 Juice Ave.
C. I. T. Corp.	10 Vegetable Ave.
Clark Equipment Co. Industrial Truck Div.	34 Fruit Ave. (Stage)
Container Corporation of America	31 Vegetable Ave.
Container Corporation of America Philadelphia Container Div.	31 Vegetable Ave.
Continental Can Co.	11 Juice Ave.
Corn Products Sales Co.	6 Vegetable Ave.
Corneli Seed Co.	9 Vegetable Ave.
Crites Moscow Growers, Inc.	7 Fruit Ave.
Crown Cork & Seal Co.	11 Relish Ave. & 16 Soup Ave.
Darworth, Inc.	23 Fruit Ave.
Dewey & Almy Chemical Co.	21 Vegetable Ave.
Diagraph-Bradley, Inc.	33 Vegetable Ave.
Diamond Crystal Salt Co.	13 Vegetable Ave.
The Diversey Corp.	30 Vegetable Ave.
Dixie-Way Machine Co.	19 Relish Ave.
Dodge & Olcott, Inc.	18 Juice Ave.
Douglas-Guardian Warehouse Corp.	34 Vegetable Ave.
Dudley Corp.	12 Relish Ave.
E. I. du Pont de Nemours & Co. Inc.	18 Soup Ave.
Economic Machinery Co. Div. Geo. J. Meyer Mfg. Co.	29 Soup Ave.
Electric Sorting Machine Co.	26 Fruit Ave.
Elgin Mfg. Co.	26 Soup Ave.
Fawick Airflex Div., Federal Fawick Corp. Attn: John V. Eakin	28 Juice Ave.
J. L. Ferguson Co.	7 Soup Ave.
Ferry-Morse Seed Co.	15 Vegetable Ave.
Fiske Brothers Refining Co.	11 Soup Ave.
The W. J. Fitzpatrick Co.	2 Soup Ave.
Food Engineering	17 Vegetable Ave.

(*Continued on page 58*)


ELEVATOR
FREIGHT ENTRANCE
ROOM B
DUDLEY MACHINERY CORP
THE BARKER CO
AMERICAN CAN CO
U S STEEL CORP
OWENS-ILLINOIS GLASS CO
NO 14 MALAYAN TIN BUREAU
RELISH AVE
DIXIE-WAY MACHINE CO
CHERRY-BURRELL CORP
BERLIN CHAPMAN CO.
KIECKHEFER CONTAINER CORP
CROWN CORK & SEAL CO
ELGIN MFG CO
INTERNATIONAL SALT CO
E W BLISS COMPANY
VAUGHN SEED CO.
E I DUPONT DE NEMOURS & CO INC
SOUP STREET
ECONOMIC MACHINERY CO.
THATCHER GLASS MFG CO
GRIFFITH LABS
TRI-CLOVER MACHINE CO
NEW JERSEY MACHINE CO
NATIONAL CONTAINER CORP
AMERIO CONTACT PLATE FREEZER
THE PFAUDLER CO.
BARRY WEHMILLER MACHINERY
METRO GLASS CO.
CALIFORNIA VEGETABLE CONC. CO.
ELECTRIC SORTING MACHINE CO
BROOKS CHEMICAL INC.
GENERAL ELECTRIC CO.
GALLATIN VALLEY SEED CO
WESTON ELECTRICAL INSTRUMENT CORP.
INDUSTRIAL TRUCK DIVISION CLARK EQUIPMENT COMPANY
STAGE
SEAFOOD STREET
FRUIT MEAT STREET
ADDRESSOGRAPH-MULTIGRAPH CORPORATION
ACME STEEL CO
MORRISON BROS. SEED CO
DARWORTH INC
SINCLAIR-SCOTT CO
A-B-C PACKAGING MACHINE CO
GEO J GLNEY
HUNTLEY MFG CO
DOUGLAS GUARDIAN WAREHOUSE CORP
METAL GLASS PRODUCTS CO.
THE DIVERSEY CORP
ROGERS BROS. SEED CO.
HAMILTON COPPER AND BRASS WKS.
RUST-OLEUM CORP
PRODUCTIVE EQUIPMENT CORP
WASHBURN WILSON SEED CO
CESCO
VEGETABLE JUICE AVENUE
UNION BAG & PAPER CORP
NATIONAL STARCH PRODUCTS INC
MOLONIER BROS
INTERNATIONAL MINERAL & CHEMICAL CORP
DIAGRAPH-BRADLEY, INC
CONTAINER CORPORATION OF AMERICA
PURE LINE SEED INC
ROBBINS & MYERS INC
MANITOWOC ENGINEERING CORP
SIMPLICITY ENGINEERING CO.
BALDWIN-LIMA-HAMILTON CORP
F H LANGSENKAMP COMPANY
BALL BROS CO
WAUKESHA FOUNDRY CO.
DODGE & OLCOTT INC.
STANDARD KNAPP DIV EMHART MFG
NO 39 FAWICK AIRFLEX DIV
AUDUBON WIRE CLOTH CORP
ATLANTA PAPER CO.
CONTINENTAL CAN CO
NATIONAL CANNERS ASSOCIATION
ANCHOR-HOCKING GLASS CORP
Balcony Line
RESTAURANT
RAMP
FREIGHT ENTRANCE Headroom 12'7"
ELEVATOR



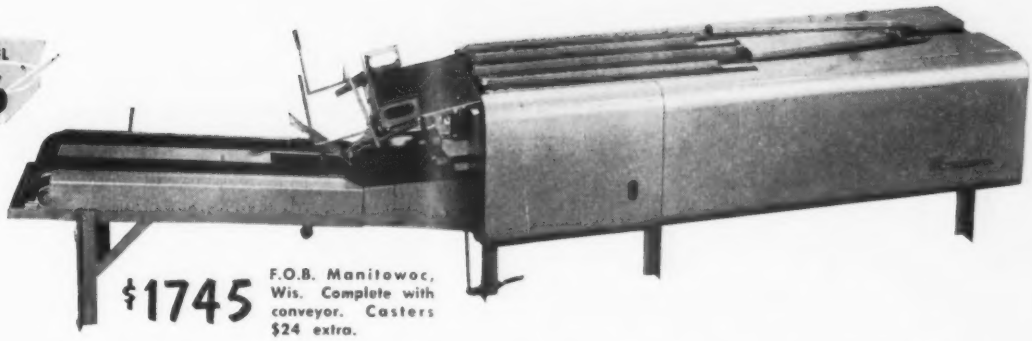
THE CANNERS SHOW FOR 1956
CONVENTION HALL, ATLANTIC CITY, N.J. JANUARY 18 – 21, 1956

Scale: 1/16" = 1'

(*Continued from page 55*)

Exhibit	Booth Address
Food Machinery & Chemical Corp. Canning Machinery Div.	1 Soup Ave.
Food Packer	4 Vegetable Ave.
Gallatin Valley Seed Co.	20 Fruit Ave.
General Electric Co. X-Ray Dept.	22 Fruit Ave.
Griffith Laboratories	25 Soup Ave.
Frank Hamachek Machine Co.	4 Fruit Ave.
Hamilton Copper & Brass Works Div. Brighton Copper Works, Inc.	26 Vegetable Ave.
Hazel-Atlas Glass Co.	3 Soup Ave.
Heekin Can Co.	11 Fruit Ave.
Horix Mfg. Co.	5 Fruit Ave.
Huntley Mfg. Co.	16 Vegetable Ave. & 15 Fruit Ave.
Huron Milling Co.	10 Soup Ave.
International Minerals & Chemicals Corp. Ac'cent International	35 Vegetable Ave.
International Salt Co., Inc.	24 Soup Ave.
Kieckhefer Container Co.	13 Relish Ave.
F. H. Langsenkamp, Pres.	24 Juice Ave.
Lee Metal Products Co., Inc.	1 Relish Ave.
Link-Belt Co.	8 Fruit Ave.
Magnuson Engineers	5 Relish Ave.
The Malayan Tin Bureau	14 Relish Ave.
Manitowoc Engineering Corp.	25 Vegetable Ave.
H. J. Mayer & Sons Co., Inc.	8 Soup Ave.
Metal Glass Products Co.	32 Vegetable Ave.
Metro Glass Co., Inc.	30 Fruit Ave.
Michael-Leonard Co.	5 Vegetable Ave.
Mojonnier Bros. Co.	37 Vegetable Ave.
Morrison Bros. Seed Co.	25 Fruit Ave.
Morton Salt Co.	8 Vegetable Ave.
National Can Corp.	9 Soup Ave.
National Canners Assn.	9 Juice Ave.
National Container Corp.	19 Soup Ave
National Starch Products, Inc.	39 Vegetable Ave.
New Jersey Machine Corp.	21 Soup Ave.
Northrup King & Co.	12 Fruit Ave.
Oakite Products, Inc.	10 Fruit Ave.
Old Dominion Box Co., Inc.	2 Juice Ave.
George J. Olney	17 Fruit Ave.
Owens-Illinois Glass Co. Food Industries Div.	4 Relish Ave.
The Pfaudler Co.	15 Soup Ave. & 16 Fruit Ave.
Productive Equipment Corp.	22 Vegetable Ave.
Pure Line Seeds, Inc.	29 Vegetable Ave.
Rietz Mfg. Co.	10 Juice Ave.
Robbins & Myers, Inc.	27 Vegetable Ave.
A. K. Robins & Co., Inc.	5 Juice Ave.
Rogers Brothers Seed Co., Inc.	28 Vegetable Ave.
Rust-Oleum Corp.	24 Vegetable Ave.
The Scott Viner Co.	9 Relish Ave. & 14 Soup Ave.
Sellers Injector Corp.	6 Soup Ave.
Shuttleworth Machinery Corp.	3 Relish Ave.
Simplicity Engineering Co.	23 Vegetable Ave.
The Sinclair-Scott Co.	21 Fruit Ave.
Standard-Knapp Div. Emhart Mfg. Co.	16 Juice Ave.
Wm. J. Stange Co.	6 Fruit Ave.
Taylor Instrument Companies	14 Fruit Ave.
Thatcher Glass Mfg. Co., Inc.	27 Soup Ave.
Ladish Co., Tri-Clover Div.	23 Soup Ave.
Tygart Valley Glass Co.	13 Soup Ave.
Union Bag & Paper Corp.	41 Vegetable Ave.
The United Co.	1 Vegetable Ave.
U. S. Bottlers Machinery Co.	1 Juice Ave.
U. S. Steel Corp.	6 Relish Ave.
U. S. Steel Corp., Market Develop. Div.	6 Relish Ave.
Vaughn's Seed Co.	20 Soup Ave.
Walker-Wallace Div. A. P. V. Co., Inc.	14 Juice Ave.
Wallace & Tiernan, Inc.	5 Soup Ave.
Lansing B. Warner, Inc.	3 Vegetable Ave.
Washburn-Wilson Seed Co.	20 Vegetable Ave.
Waukesha Foundry Co.	20 Juice Ave.
Weston Electrical Instrument Corp.	18 Fruit Ave.
White Cap Co.	2 Relish Ave.
F. H. Woodruff & Sons, Inc.	2 Vegetable Ave.

MODEL 46



$1745 F.O.B. Manitowoc, Wis. Complete with conveyor. Casters $24 extra.

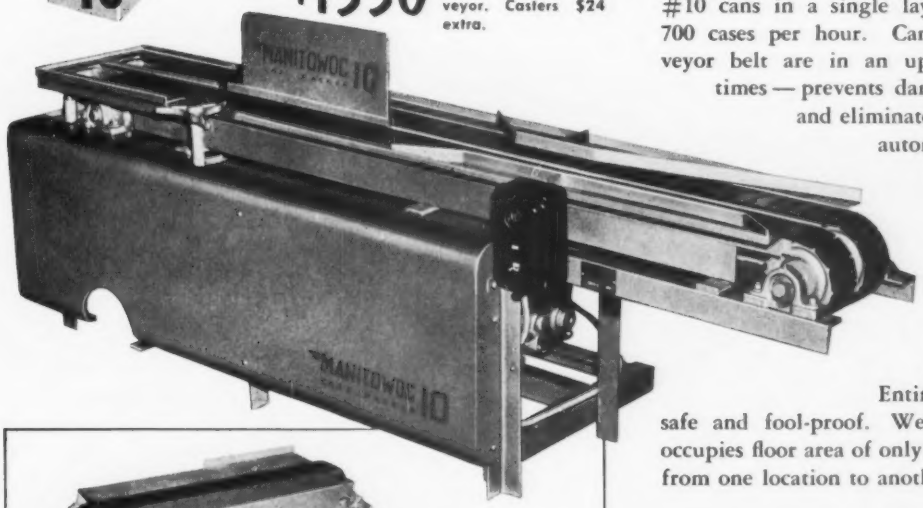
A simple, high speed unit for packing twelve 46 ounce cans in a single layer. Packs 600-700 cases per hour. Cans move along conveyor in upright position — no denting of cans or bruising contents — no tearing of labels. Case is placed over cans which are automatically positioned; then a flip of a lever and the case is gently inverted and taken away on the conveyor which is an integral part of the unit.

Entire operation is fast, simple, safe, clean and easily handled by female personnel. Occupies only a minimum amount of space and can easily be moved from one location to another.

Pack Cases Faster, Cut Labor Costs with MANITOWOC Case Packers

MODEL 10

$1550 F.O.B. Manitowoc, Wis. Without conveyor. Casters $24 extra.



A low cost, big production unit handling #10 cans in a single layer pack. Packs 600-700 cases per hour. Cans moving along conveyor belt are in an upright position at all times — prevents damage to cans, contents and eliminates torn labels. Cans are automatically positioned so that operator merely slips case over cans, flips lever and entire case is inverted into proper position for take away or sealing.

Entire mechanism is simple, safe and fool-proof. Weighs only 700 lbs. — occupies floor area of only 7′ x 2′ — easily moved from one location to another.

$195 F.O.B. Manitowoc, Wis. (Optional)

TAKE-AWAY CONVEYOR

Model #10 may be equipped with a convenient 36" conveyor to remove filled cases. Operates from a power take-off provided on case packer.

Manitowoc

MANITOWOC ENGINEERING CORP.
552–16th Street
MANITOWOC, WIS.

(*Continued from page 44*)

variety evaluation; drosophila or tomato washing project; and the waste disposal project, now in its third year. In addition, he enumerated other projects, such as use of iodized salt in kraut; marketing at retail and wholesale level; calcium processes; machine use and efficiency, etc.

A detailed discussion was conducted on the minimum wage question. Members were urged to renew their efforts in soliciting legislative backing for future laws to the betterment and advantage of the industry. Members also were encouraged to lend all possible support to the defeat of outlaw cargo carriers by giving individual support to proper legislation to accomplish the purpose.

Chester Swaim, serving as chairman of the Cost Accounting Committee, reported that it was the recommendation of his committee that the association adopt a uniform cost accounting system among its members. Jule Barnett, Putnam County Canning Company, volunteered to make an experimental study of the proposed system this year and report back to the members.

Dr. H. D. Brown, Ohio State University, gave a detailed report on the waste disposal project being conducted at the Hirzel plant, Toledo.

Other speakers on the two-day program were: George B. Morrill, Jr., president, National Canners Association, who gave a report on the Yucca Flat nuclear experiment; J. Roger Deas, American Can Company, substituting for Joseph Burger, who gave an inspiring talk on general sales policies; and John Du Ross, president, Associated Wholesale Food Distributors of Ohio, who unfolded some of the troubles the individual grocer has experienced lately because of the vast number of products to be handled.

Chester D. Swaim, C. W. Swaim Canning Company, Wilmington, as elected president of the association for 1956. Other officers for the coming term are: L. E. White, Clyde Kraut Company, Clyde, first vice president; S. F. Hammond, Stokely-Van Camp, Celina, second vice president; Paul Hinkle, Columbus, who was returned to the office of secretary.

New members of the board of directors are: Karl Hirzel, Hirzel Canning Company, Toledo; Von Jones, Greenville Canning Company, Greenville; and Chester Bates, C. E. Bates Company, Blanchester.

Pennsylvania Canners Association

From Research to Reality – that was the theme of the Pennsylvania Canners Association's 41st annual convention held in the Penn Harris Hotel, Harrisburg. Over 350 members were in attendance.

Dr. William L. Henning, secretary, Pennsylvania Department of Agriculture, serving as the main speaker on the program, pledged an expanded market and research program to the benefit of the state's food growers and processors.

He further commented on the wonderful work being done by Pennsylvania canners. "More and better products will eventually be put up in cans . . . your advanced methods of handling foods at your plants safeguard the nutritious value and quickly seal it in a can," he said.

Another principal speaker was Dr. Bruce H. Morgan, chief of the Radiation Sterilization Project of the Quartermaster Corps. He predicted that irradiation by the use of by-products of atomic energy as a method of food preparation will supplement and not replace preservation methods.

Dr. Randal Royce, American Can Company, discussed "Metal Containers – Today and Tomorrow." He explained what is being done to lessen America's dependence on overseas tin supplies.

Roger V. Wilson, Continental Can Company, enumerated "Continental's Contributions to the Canning Industry" and Carlos Campbell, secretary, National Canners Association, spoke on, "What Is Reality."

The convention elected the following officers and directors: George C. Lambert, Keystone Mushroom Company, Coatsville, president; James M. Shriver, B. F. Shriver Company, Littleston, vice president-vegetables; John A. Hauser, C. H. Musselman Company, Biglerville, vice president-fruits; J. B. Park, Brandywine Mushroom Company, West Chester, vice president-mushrooms; Jack R. Grey, executive secretary; and R. M. Mears, treasurer.

Four new directors were elected for three-year terms. They were: William A. Free, Sr., Hungerford Packing Company, Hungerford; Ralph C. Gable, Martin H. Cope Company, Rheems; Allen Stauffer, C. H. Musselman Company, Biglerville; and Dr. James R. Oyler, Knouse Foods Corporation, Peach Glen.

Tri-State Packers Association

More than 1,000 delegates and guests from the Tri-State area attended the sessions of the Tri-State Packers Association in Philadelphia, November 30 and December 1 and 2. They heard distinguished speakers, enjoyed two gala luncheons and a banquet, elected officers for the coming year, and heard John J. Williams, United States senator (Delaware), explain the case against tax reductions.

In an attempt to analyze the methods and to determine reaction to group marketing under one label, ten of the country's leading food experts spoke for and against the subject in an all-day panel discussion.

Dr. Kevin G. Shea, Army Quartermaster Corps, Research Division, predicted that food in cans will, in the future, reach the housewife in an uncooked condition almost as fresh as when picked, with industry taking over the research and application of the irradiation sterilization methods for commercial application within the near future.

Predictions for new heights for food industry sales were expressed by George L. Mentley, president, National Association of Frozen Food Packers.

In another session, Dr. Paul E. Nystrom, University of Maryland, explained the plan of the university to explore the group marketing method. He also offered the university's facilities to help those interested set up and operate such a program.

Much discussion emanated from this topic. And a good deal of insight into the question resulted from pro and con arguments forwarded by leading men in the field.

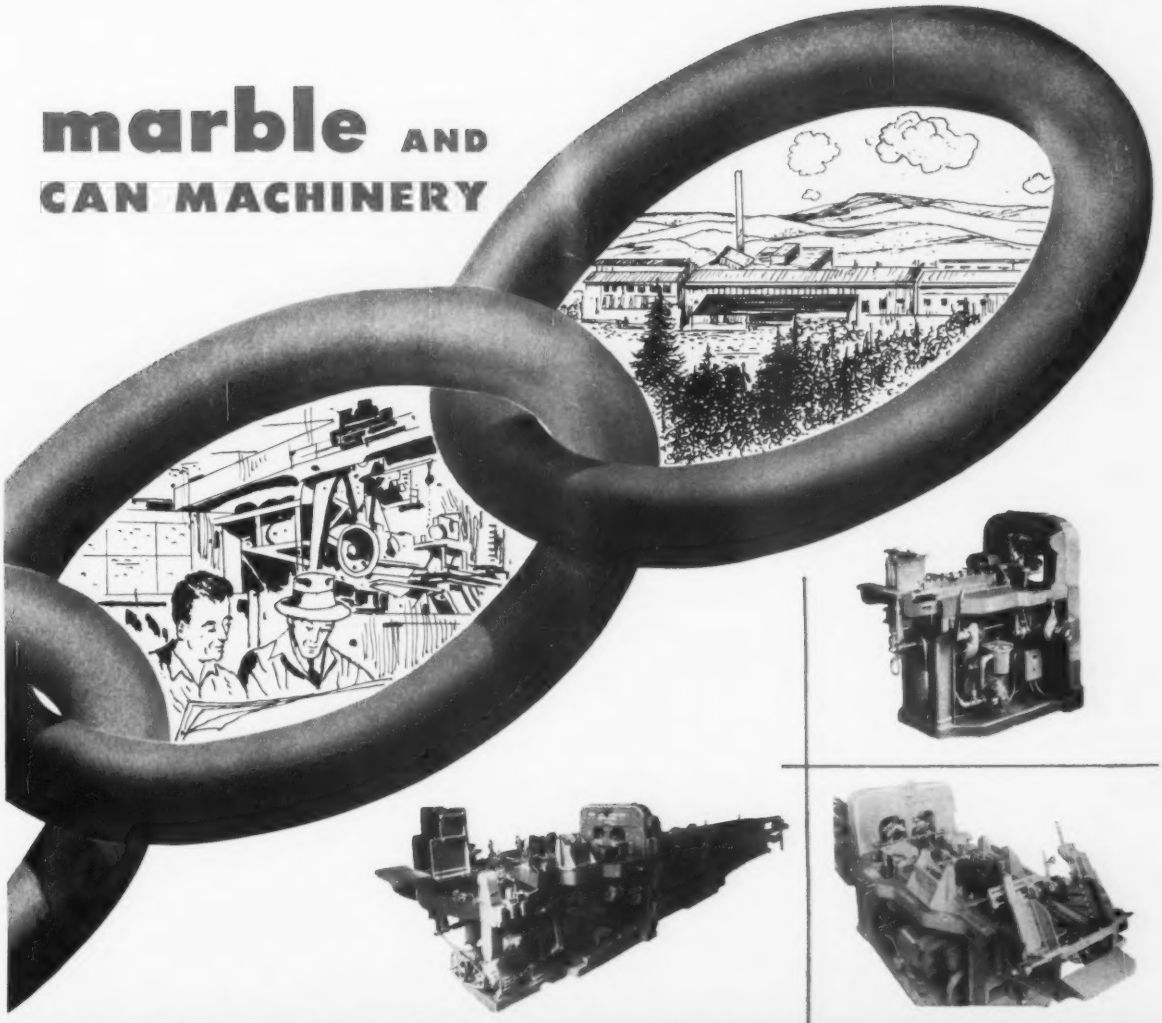
A. W. McKay, cooperative consultant, Washington, D. C., stressed the insecurity of the local, individual packer who is "dependent on the good will of a few large buyers."

Floyd A. Crispin, vice president, Girard Trust Corn Exchange Bank, Philadelphia, who, although speaking favorably of the group marketing plan, felt it "would not in itself solve the problems of the small canners."

Harold O. Smith, Jr., executive vice president, U. S. Wholesale Grocers Association, Washington, D. C.,

(*Continued on page 71*)

marble AND CAN MACHINERY



The vast machine shops and production facilities of the Vermont Marble Company are now available to the Callahan Can Machine Company, which has become an integrated Division.

This teamwork will mean a wider scope of operations for Callahan, greater production capacity and economies, and a blending of modern methods with traditional craftsmanship . . . in short, even better machinery and service for you.

CALLAHAN
CAN MACHINE COMPANY

DIVISION OF VERMONT MARBLE COMPANY • PROCTOR, VERMONT

Canners' Acreage

Experiment Proves It's Possible To Have Good . . .

Grape Yield And Quality

The relation of high yields to ripe grapes is always *the* important problem to the vineyardist.

It is axiomatic that variations in temperature and sunlight have a powerful effect on grape ripening processes. It also is axiomatic that ripening is dependent upon the proportion of fruit weight to the undamaged leaf area exposed to sunlight.

Climatic effects on grape ripening are recognized; however, this should not be an annual excuse for grapes that are not ripe enough or for such severe pruning that crop weight is unnecessarily reduced. There is a middle ground which avoids these extremes and which will consistently produce crops of acceptable quality and volume.

Evidence of the presence of this middle ground area can be found in experiments conducted by Nelson J. Shaulis, Department of Pomology, Cornell University; and Willard B. Robinson, Department of Food Science & Technology, Geneva (N.Y.) Experiment Station.

In this series of studies in Chautauqua County, New York, the problem of fruit maturity was acute only once in the 10-year history of the experiment, as is shown in the table appearing on this page, which deals with yields and sugar contents of Concord grapes grown with balanced pruning at 30 + 10.

In the years covering the tests there were plots that yielded more than those in the experiments and some that yielded less. But the data represent the performance of Concord vines pruned to 30 + 10 which has been recommended since 1947.

What Effects Grape Maturity

This article will discuss only the specific topic of increasing the rate of maturity where the crop in 1954 was average to very high. It is sufficient for this purpose to consider sugar only, because high color and flavor are found only in mature grapes.

It is assumed that as each factor is discussed it is done so under uniform treatment except for the factor under discussion. This discussion is taken up under eight factors, all of which, under best maturity conditions, would operate to speed maturity and vice versa.

(1) Vine size – In considering three vines of increasing size as 2, 5, and 8 lb. of cane prunings per vine, there is more rapid increase in crop than there is in exposed leaf area. These three vines had crops at the rate of 4, 11, and 14 tons per acre. The sugar content of the fruit from these vines on October 13, 1954, was 18, 16, and 15 per cent respectively.

This does not prove that big vines are inferior from the quality standpoint and that they should be guarded against. Rather, it indicates that crop adjustment by pruning alone is not completely satisfactory for the larger vines. It is conceded that if a 14-lb.-per-vine crop is grown on these three vines of 2, 5 and 8-lb. prunings, the sugar content will be higher on the more vigorous vines.

(2) Pruning severity effects are important but difficult to evaluate as direct effects of one year duration. In general, when vine A with 2 lb. of pruning and 30 buds is compared with vine B with a like number of pounds of prunings and 50 buds, it is found that fruit from vine A has up to one per cent more sugar than vine B.

In practice many vines are underpruned by more than 20 buds. In fact, the number of buds have been counted and weighed – prunings in vineyards where the number of buds retained for fruiting ranged from 20 too few to 96 too many, using the 30 + 10 scale as a base.

(3) Bunch size and number are the only factors affecting vine yield. Bunch-size variation is the major cause for between-years variation in yield of balanced-pruned vines. The good quality of fruit (chart) in years of 1949, 1952 and 1953 was due in part to the low cluster sizes which reduced the crop, and hence the ratio, of fruit weight to leaf area.

(4) High nitrogen status vines mature their crops more slowly than vines of lower nitrogen content as shown in cooperative work with other studies.

(5) Applications of bordeaux mixture delay maturity in contrast to milder fungicides or no fungicides according to findings of other men in the field.

(6) A 5-1/2-ft. trellis will bring about maturity approximately five days earlier than if a 4-ft. trellis is used.

(7) Serious potassium deficiency (over 25 per cent of the leaf area affected) will reduce the rate of fruit maturity.

(8) 2,4-D can prevent grape maturity.

Reaching The Goal

The goal of high production of good quality grapes has been brought nearer to vineyardists by agricultural experiment stations and extension services.

Two main practices conducive to good quality are: – (a) maintaining a large lead area that is well exposed by adequate fertilization and weed control and by keeping foliage free of insect and disease damage and by use of proper balanced pruning; (b) balanced pruning – to prevent overcropping.

Yields And Sugar Content Of Concord Grapes Grown In Chautauqua County, N. Y. With 30+10 Pruning.

Year	Sugar Percentage October, 1954	Tons Per Acre	Comments
1945	No data; good maturity	1.8	Spring freeze reduced cluster size
1946	No data; good maturity	3.8	Ave. cluster size
1947	17.2	3.8	Ave. cluster size
1948	18.1	4.4	Ave. cluster size
1949	21.5	3.0	Poor fruit set; hot summer
1950	15.1	7.1	Double cluster size of 1949
1951	17.2	5.0	Ave. cluster size
1952	19.3	3.6	Reduced cluster size
1953	17.6	3.6	Reduced cluster size
1954	16.8	7.0	Ave. cluster size

Cut factory waste
Straight-sided cylindrical shape of Northrup King's recently developed Royal Chantenay carrot gives more usable flesh. Growers report increased yields — 15 to 50% more than with standard Red Cored Chantenay strains! Uniform in shape and color, very smooth. Interior color is a solid reddish-orange. Has excellent flavor and texture. Average maturity: 68 days. Lower handling costs, bigger yields, less waste mean more profits with this Northrup King introduction.
ROYAL CHANTENAY CARROT
FROM NORTHRUP KING
Order today from your Northrup King Dealer
NORTHRUP, KING & CO.
NK
MINNEAPOLIS 13, MINNESOTA

Quality Control Clinic

WILBUR A. GOULD, PH.D.
Ohio State University
Quality Control
EDITOR

Report On Color Studies With Fruits And Vegetables

Members of the American Society for Horticultural Science, at their 52nd annual meeting, held at Michigan State University viewed with considerable interest reports on color studies of fruits and vegetables. Seven papers were presented and covered the subject from genetic characteristics to composition of the fruit or vegetable and the effect of processing techniques on color changes. With our present color instruments available and the knowledge of the importance of color to the consuming public, researchers in the field of food processing and quality control technologists should keep abreast of what's new in the field. The following abstracts cover the work reported on at the ASHS annual meeting.

Thompson, Anson E., University of Illinois, Urbana, Ill. *Inheritance of High Total Carotenoid Pigments in Tomato Fruits.* Fruits of the deep-red colored variety Webb Special have approximately twice the amount of total fruit pigments found in normal red tomato varieties. F_2 populations of crosses between Webb Special and the pale-yellow variety Snowball, and the tangerine variety Orange King were analyzed. The high pigment character segregated as if conditioned by a single recessive gene in the Webb Special X Snowball cross. A 15:1 ratio obtained in the Webb Special X Orange King cross indicates that two nonallelic recessive genes are necessary for high fruit pigmentation. High pigment F_2 segregates were observed to breed true in the F_3 generation. The two recessive high pigment genes from Webb Special have been designated tentatively as hp_1 and hp_2. The two genes appear to be independent of the r, t' and y genes. The increased fruit pigmentation appears to be positively associated with a dark green plant and immature fruit color.

Tomatoes And Tomato Products

Kattan, A. A., University of Arkansas, Fayetteville, Ark. *Preharvest Factors Affecting Quality of Tomatoes and Tomato Products.* This work was conducted at the University of Maryland in 1954. (1) **Variety Studies:** Twenty varieties and nine advanced breeding lines were tested and only STEP 197 and X-146-1 outyielded Rutgers. None of these varieties developed better color or higher percentage of solids than Rutgers. Valiant, Chesapeake, New Improved Garden State, and Stokescross 4 gave a higher percentage of drained weight than Rutgers. (2) **Date of Planting Studies:** Chesapeake and Rutgers varieties were planted on May 7, May 17 and June 1. It was not possible to alter the peak of harvest by delaying the planting date, which only resulted in lower yields and shorter harvest season. The yield of Chesapeake was more sharply reduced with the delay in planting, than outyielding Rutgers when planted early. Rutgers was superior in color and inferior in percent drained weight, and Chesapeake showed less trimming loss in canning. The delay in planting was accompanied by more firmness and lower pH in the raw fruits, and lower soluble solids in the canned juice. Total solids, soluble solids and pH decreased towards the end of harvest. (3) **Fertilizer Studies:** Chesapeake was subjected to various levels of N, P, K and Mg applied as sidedress treatments when the crown set was half grown. These treatments did not influence the yield or most of the quality aspects. The high level of phosphorous increased the soluble solids in the raw product. Furthermore, separation of the canned juice was greatest with the high level of magnesium and lowest with the application of nitrogen. (4) **Nutrient Spray Studies:** Different combinations and rates of $MgSO_4$, Borax, Chelated Calcium, and Chelated Magnesium were applied along with the Zineb spray program. Application of Chelated Calcium 2#/A when crown set was half grown, and again at the third week of harvest resulted in better color of canned tomatoes and tomato juice. Other aspects of quality and yields were not affected.

Kattan, A. A., University of Arkansas, Fayetteville, Ark. *Effect of Processing Treatments on Quality of Tomato Juice.* This work was conducted at the University of Maryland in 1954. (1) Studies were conducted to examine the effect of pH and temperature – Time relationship on sterilization and color of canned juice. Color was not affected by varying pH of juice. At pH 4.4 and under proper sanitary conditions it was possible to process inoculated and non-inoculated juice below the recommended 20 min. at 212 deg. F., which resulted in better color and without affecting the efficiency of sterilization. Under improper sanitary conditions, adjusting the pH of the juice to 4.2 made it possible to reduce the heat processing treatment which resulted in better color of canned juice. Acceptance of adjusted tomato juice by the consumer is still debatable. (2) Series of experiments were conducted to study the factorial effects of screen size, canning atmosphere, processing treatment, storage temperature and duration on color, ascorbic acid and percent of solids in canned tomato juice. Color was improved with the larger screen size and the lower heat application and was not affected by any of the other factors. Ascorbic acid was affected by each of these factors. The percent of solids was affected by the process, treatment, storage temperature and duration. (3) Experimentation with canned tomatoes showed that a superior quality can be obtained by dipping the peeled

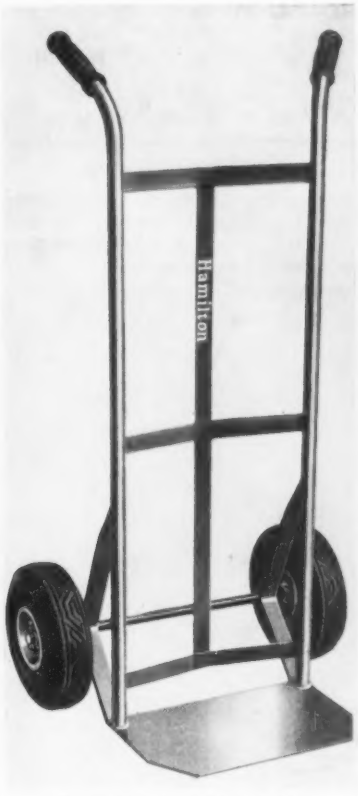
(*Continued on page 66*)

What's New?

(Continued from page 46)

Pneumatic Tired Hand Truck

A new lightweight hand truck, equipped with pneumatic tires, has been placed on the market by the Hamilton Caster Manufacturing Company, Hamilton, Ohio.



Cargo gets air-cushioned ride.

According to the manufacturer, the Lite-N-Tuff truck, as it is called, has been especially designed to reduce the effects of load-jar on fragile cargo when moving over rough floors and curbs. The truck is capacity-rated to carry 400 lb., and is available in single or double-handled models. It has welded steel construction; concave steel cross-straps; stair climbers; roller bearing wheels; and rubber handle grips.

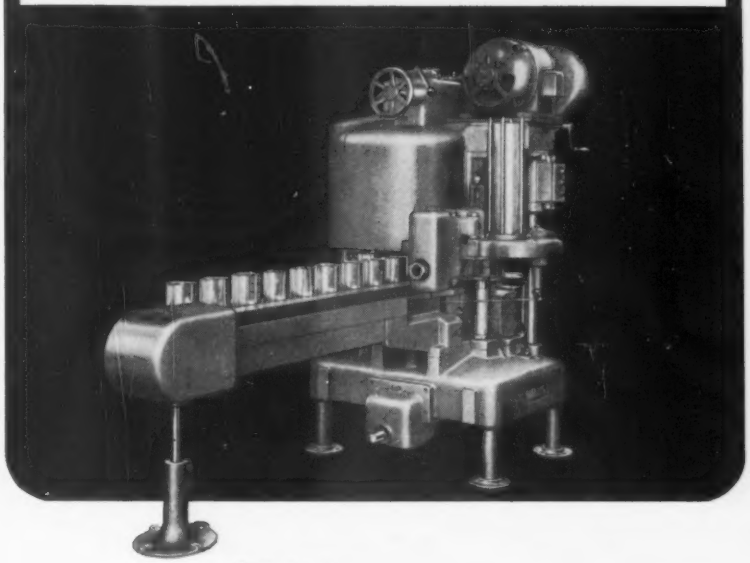
Dual Purpose Stapler

The Container Stapling Company, Herrin, Ill., has just introduced a new automatic stapling machine (Model CSC-2) which simultaneously staples tops and bottoms of center-slotted corrugated and fiber board boxes. It has two stapling heads.

(Continued on page 66)

Swing To...

ANGELUS
CAN CLOSING MACHINES



Welcome to the Angelus Booth
Annual Canning Machinery & Suppliers Association Convention
Atlantic City—Jan. 19-21, 1956

Through demonstration and personal inspection you can make your own appraisal of what Angelus means by dependability of operation, economy and simplicity of maintenance, and low investment costs that have canners and can makers the world over swinging to Angelus Can Closing Machines.

ANGELUS
Sanitary Can Machine Company
Cable Address "Angelmaco" Western Union Code
4900 Pacific Boulevard • Los Angeles 58, Calif.

Quality Control

(*Continued from page 64*)

tomatoes in 5 per cent calcium chloride as compared with its common use as additive in the can.

Peach Color Changes

Lott, Richard V., University of Illinois, Urbana, Ill. *Spectrophotometric Measurement of Color Changes During the Ripening of Halehaven and Elberta Peaches.* In 1954, Halehaven and Elberta peaches were picked at 4 deg. of maturation ranging from quite immature to mature, and ripened at 33 deg. F. and at 75 deg. F. for seven days. Skin and flesh colors were measured spectrophotometrically at the beginning and end of the ripening interval. The spectral curves were converted to Munsell notations. At 75 deg. F. even the most immature fruits changed to an attractive yellow color, but the hue number was higher (further from yellow-red) in all immature lots after ripening than in the mature fruits at harvest. At 33 deg. F. all lots changed very little in color. Satisfactory quality was present only in the mature fruits ripened at 33 deg. F. Among the immature lots only the one nearest to maturity ripened to acceptable quality. There was no significant varietal difference in ripening response.

Apple Study

Lott, Richard V., University of Illinois, Urbana, Ill. *Spectrophotometic Measurement of Color Changes During the Ripening of Jonathan, Starking, and Golden Delicious Apples.* In 1954, Jonathan, Starking, and Golden Delicious apples were each picked at 4 deg. of matura-

ASPHALT TREATED
Conveyor BELT

If you're looking for an economical, weather resistant belt . . . here's your best bet AT A PRICE YOU CAN'T MATCH.

To produce this belt, we take our regular solid-woven cotton belt and impregnate it with ASPHALTUM. For the rough and ready operation, this is the belt that delivers YEARS OF EXTRA SERVICE. Before you buy . . . INVESTIGATE!

WRITE FOR 14 PAGE MANUAL on "How to Buy The Correct Belt for Your Conveying Job". Illustrates uses, Maintenance Tips, Sizes, Prices.

COTTON
Costs Less!
•
Has the
BOUNCE
to RESIST
WEAR!

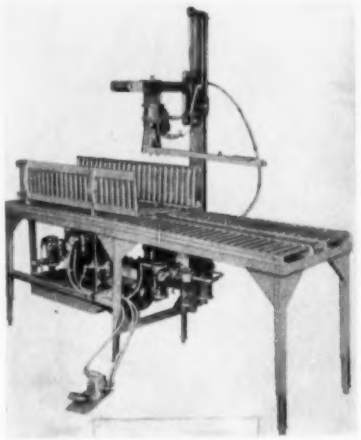
Buffalo Woven Cotton Conveyor Belts LAST LONGER because the cotton is BOUNCY, offers practically no resistance to IMPACT or ABRASION. It aligns itself perfectly to any irregularities in your line. THIS IS NOT TRUE OF OTHER HARDER, STIFFER MATERIALS that cost more!

BUFFALO WEAVING & BELTING COMPANY
208 CHANDLER STREET BUFFALO 7, NEW YORK
NEW YORK PHILADELPHIA CHICAGO DETROIT LOS ANGELES

What's New?

(*Continued on page 65*)

air-operated, with full pneumatic controls and has no electrical connections, e.g., no relays, solenoids, microswitches, complicated wiring nor fuses. Air valves operate by mechanical means.



New stapler takes wide range of sizes.

Toggle Stands For Power Conveyors

Versatility and efficiency, according to the producers, have been increased by the addition of the new toggle stands of the Aluminum Ste-

Stand increases versatility.

(*Continued on page 67*)

Quality Control

(*Continued from page 66*)

tion ranging from quite immature to mature, and ripened at 32 deg. F. for four months. Skin and flesh colors were measured spectrophotometrically at the beginning and end of the storage interval, and the spectral curves converted to Munsell notations. The skin color of all lots changed very little during ripening. The flesh colors decreased in the amount of green present, but all of the immature lots maintained a higher hue number (more green) than that of the mature fruits at harvest; this was particularly true of Golden Delicious. Satisfactory quality was reached only in the mature fruits. Of the immature lots only the one picked nearest to maturity ripened to acceptable quality. Varietal response was basically the same, but Golden Delicious showed the greatest difference in color and in quality between immature and mature fruits.

Ting, S. V., John W. Sites, and E. J. Deszyck, Florida Citrus Experiment Station, Lake Alfred, Fla. *Measuring the Internal Color of Florida Red and Pink Grapefruit with the Hunter Color Difference Meter.* The internal color of colored grapefruit is one of the main factors in determining the quality of such fruits. The method for the extraction and analysis of the pigments is tedious and results do not give a true description of the color. Visual comparisons are subject to considerable error. With the use of the Hunter Color and Color Difference Meter, it becomes possible to measure and compare the color on more objective bases. The studies of the internal color differences of grapefruit due to various factors, viz: maturity, variety, location, rootstock, size of fruit,

What's New?

(*Continued from page 66*)

vedore, Jr.

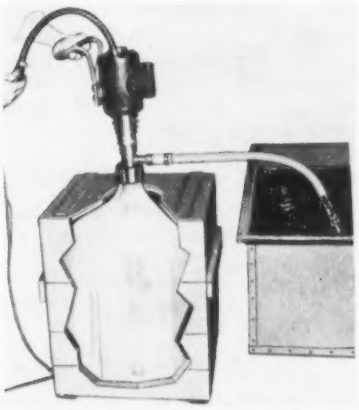
The stands made by Rapistan, Grand Rapids, Mich., come in 10- and 12-1/2-ft. models and are made of aluminum. They are lightweight and therefore can be maneuvered very easily, in addition to being set for pitches up to 29 deg.

Portable Electric Acid Pump

A new portable electric acid pump, which conveniently and safely transfers acids from open vessels as well as from standard carboys and drums, has been announced by the General Scientific Company, P. O. Box 6798, Philadelphia 32.

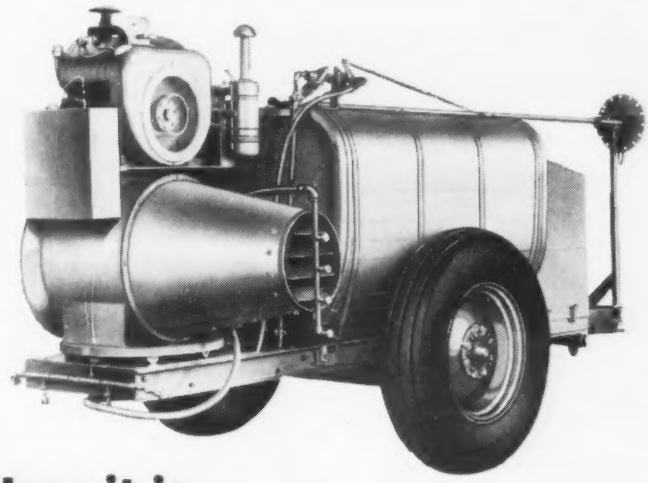
The new Centri-F pump is particularly useful in transfering acids from small storage tanks. It is completely self draining. No acid remains in the pump when it is removed from the container, thereby providing absolute operator-safety.

The pump's mechanism is driven by a specially designed, entirely enclosed motor, which delivers acid at the rate of approximately six gallons per minute.



Pump makes acid handling safer.

(*Continued on page 68*)



Here it is—
The Hardie Jetaire Row Crop Attachment

Comes Complete

Equipped with 2, 26 in. axial fans. The reversible housing can be rotated through 220 degrees by tractor seat controls—sprays on either side. Adjustable vanes provide easy direction control. Delivered ready to run with everything needed for installation on sprayers with either wood or steel tanks. Easily dismounted when not in use. Attractive low price.

Now you can convert your high pressure row crop sprayer to a 2-fan air blast unit. This new Hardie 2-fan Jetaire Row Crop Attachment gives you the same unmatched performance in Row Crop Pest Control as the famous Hardie Jetaire 2-fan Air Blast Row Crop Sprayer. Ask your Hardie dealer to show you this wonderful new unit. Write for catalog.

The Hardie Jetaire is the only 2-fan air blast row crop sprayer. Its performance in big volume row crop pest control has established unmistakably that 2 fans are better than one in row crop spray application. Leading row crop growers all over America are finding new ease, speed, economy and efficiency in pest control with the 2-fan Jetaire. Write for complete data.

HARDIE
PEST CONTROL EQUIPMENT
SOLD AND SERVICED

The Hardie Manufacturing Company, Hudson, Michigan
3825 Santa Fe Ave., Los Angeles 58, California
1435 N. W. Northrup St., Portland 9, Oregon
Export Dept., Book Tower, Detroit 26, Michigan

Please send Jetaire Catalog ☐
Have salesman call ☐

Name_____

Address_____

City_____ State_____

Economical . . . Sanitary

HYDRO LIFT CONVEYING

by CRCO*

"SAY "SEE-AR-CO"

CLEANS AS IT CONVEYS

ROD WASHER
Separates product from water for next process.
NO PRODUCT DAMAGE
Bladeless impeller pump can't harm product. Movement starts with vortex created in hopper.
WATER IS SAVED,
returned for re-use after cleaning in Scavenger Reel.

Economical and sanitary. Write for further information if you have a pumping or conveying problem, regardless of product.

THE BEST OF Everything

CHISHOLM-RYDER CO. INC.

Niagara Falls, New York

FOR THE FOOD PROCESSOR

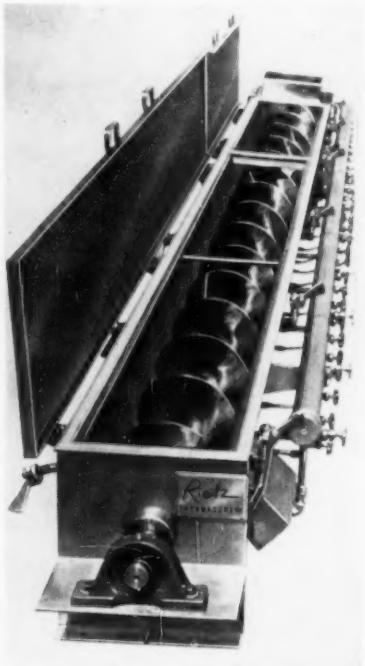
See these new and other new or improved machines at Booth No. 3 in Atlantic City.

What's New?

(Continued from page 67)

Steam Injection Thermascrew

A new, field-tested, low pressure steam injection thermascrew is now in production at the Rietz Manufacturing Company, Santa Rosa, Calif.



Unit goes easy on vegetables.

It is designed to provide continuous and combination steam or water blanching, with no physical damage to such vegetables as onions, corn, mushrooms, etc. The new thermascrew achieves low velocity through use of expansion valves that incorporate screen baffles for completely equal velocity over entire outlet area. Volume of steam entering the unit can be accurately controlled without increasing velocity, according to the manufacturer. It can be employed as either a steam or water blancher, thus providing versatile needs.

Portable Lift Introduced

A 2,000-lb. capacity, multi-purpose, manually-propelled, hand or battery-powered hydraulic lift has been placed on the market by Oster Manufacturing Company, East 289 St., Wickliffe, Ohio.

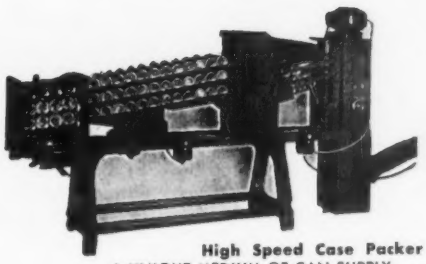
It provides four carriers in one: — a platform truck; straddle fork truck; portable elevator; and shop crane. Adjustable legs allow the carrier's

(Continued on page 70)

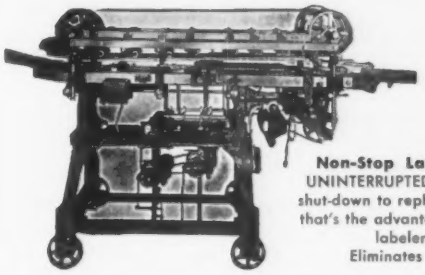
"Beat Fleeting Time" with . . . BURT

SPECIALISTS

In Labeling and Case Packing Equipment!



High Speed Case Packer
A UNIQUE MEDIUM OF CAN SUPPLY . . . featuring the Burt *variable speed arranger* . . . delivers cans to the magazine at the required speed to assure maximum output. *The easiest can handling method available!*



Non-Stop Labeler
UNINTERRUPTED SERVICE . . . and no shut-down to replenish label supply . . . that's the advantage of a Burt non-stop labeler, with dual label feed. Eliminates disarrangement of the label pack, too!

SEE US AT BOOTH #12 CANNERS SHOW, JAN. 18-21

BURT MACHINE CO. 401 E. OLIVER ST., BALTIMORE 2, MD.

SPEAS

APPLE PECTINS

Standard of Quality for 30 years

- **NUTRL-JEL** Regular and Slow Set. } For Preserves, Jams, Jellies and Marmalades
- **CONFECTO-JEL** For Jellied Candies — Ready to use.

BETTER JAMS
Jellies and Confections Because . . .

1. *Wide pH Range*
2. *Uniform Strength*
3. *Neutral in color and flavor — blends naturally with more different fruits than any other pectin*
4. *Makes jams & jellies with an even, smooth texture (never grainy) and improved spreadability*

For full information, technical advice, and formulas write Dept. FP-1

Plants in Apple Regions From Coast to Coast Assure Dependable Supply

SPEAS COMPANY, GENERAL OFFICES, KANSAS CITY 20, MISSOURI

Quality Control

(*Continued from page 67*)

and age of tree, were undertaken on samples obtained during the period between December and March. Significant decreases in the red color were observed between December and January, but the changes were not evident thereafter. Ruby Red variety had considerable more color than the Pink Seedless especially around the periphery, i. e., the region close to the albedo. The color differences of the two varieties were less pronounced near the central core. Fruits from younger trees and from those grown on sandy soils seemed to have slightly more color than fruits from older trees and from those grown on heavier soil. In both Ruby Red and Pink Seedless varieties, fruits from trees on rough lemon had significantly higher color values than those on the sour orange rootstock.

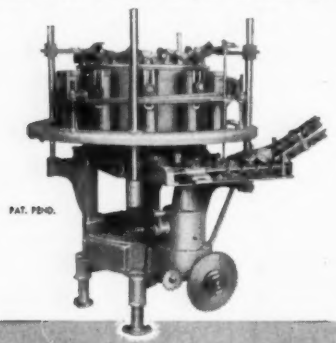
Habib, Ahmed T., and H. D. Brown, Ohio State University, Columbus, Ohio. *The Effect of Oxygen and Hydrogen-ion Concentration on Color Changes in Processed Beets, Strawberries, and Raspberries.* Chromatographic analysis of beet, strawberries and raspberries showed differences between anthocyanin's components of the three products. They also indicated changes in the components accompanying the increase in alkalinity and resulting in a gradual change in color from red to purple-red to blue. Changes in color were found to be due to diminution in the amount of red anthocyanin pigments as measured spectrophotometrically and represented as optical density. Also there was a decrease in the color value accompanied by changes in hue.

curtain going up on latest in

FOOD PROCESSING EQUIPMENT

see these profit-making production models

BOOTH NO. 8 JUICE AVE.
Canning Machinery & Supplies Assoc. Exhibit
ATLANTIC CITY • JAN. 18-21



PAT. PEND.

LIBRASCOPE FILLERS
FEATURE HIGH OUTPUT . . .
LOW MAINTENANCE COSTS

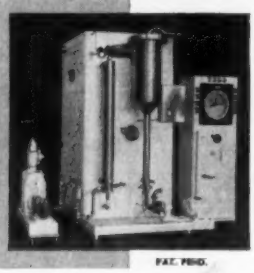
PISTON-TYPE (*shown at left: a 12-station model set up to handle dog food*) — Exhibited for the first time at the show will be a 25-station production model set up for baby food at speeds up to 800 containers per minute. Unit features exclusive new Librascope self-cleaning action that prevents build-up of product on valve guides and ports — eliminates frequent cleaning operations. Plunger-type valve design maintains positive closure against leakage, assures correct filling level, and provides longer valve life. All product contacts are 316 stainless steel or non-copper alloy for the utmost in surgical cleanliness. Manufactured by Librascope, Inc. Exclusive distributor: W. F. & John Barnes Company.

GRAVITY-TYPE — A Librascope 12-station production model for handling 46-ounce cans will also be exhibited.

Designed for Greater Efficiency

NEW GAS GENERATOR
NEW HEAT EXCHANGER

PAT. PEND.



PAT. PEND.

◂**S-I-A GAS GENERATOR** — Compact unit provides accurate control of protective atmospheres in processing and packaging food and other products. Maintains constant, oxygen-free atmosphere to prevent deterioration and spoilage of product. Range of standard models available to meet a variety of needs for bulk or package storing, dehydration, drying, shipping, and metal, glass or plastic packaging. Manufactured by Barmotive Products, Inc. Exclusive Eastern Distributor: W. F. & John Barnes Company.

◂**BARNES ROTO-JET HEAT EXCHANGER** — New heat exchange system utilizing steam injection for sterilizing liquid and semi-liquid products. Purified steam is transferred directly to the product without heat loss, insuring maximum efficiency and economy. Unique control system maintains processing temperatures within ± ½-degree F., and exacting instrumentation affords a balanced product moisture content. Manufactured and sold by W. F. & John Barnes Company.

When YOU VISIT THE BARNES' EXHIBIT — ask for complete information on new Barnes Universal Case Packer.

Builders of Better Machines and Equipment Since 1872

W. F. & JOHN BARNES

FOOD & CONTAINER SECTION

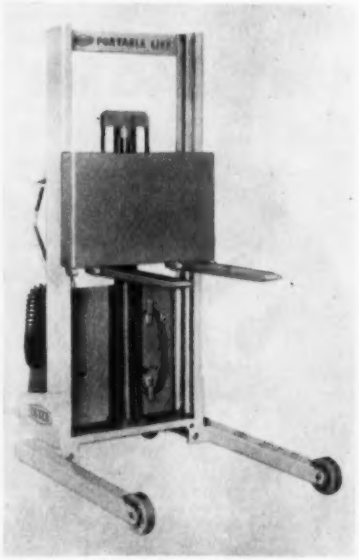
428 S. WATER ST. • ROCKFORD, ILLINOIS

DOLE ASEPTIC CANNING EQUIPMENT • RETORT BASKET LOADERS AND UNLOADERS

What's New?

(*Continued from page 68*)

legs to ride straddling the load or beneath the load as required. New design adjustable forks and remote control come as standard equipment on power-operated models. Platforms lower flush with floor and flow control valve accurately controls speed of descending loads.



A four-for-one item.

Hydraulic Adjustable Loading Ramp

An hydraulically operated 20,000-lb. capacity loading ramp that can be installed recessed, partially recessed, or in front of the dock as an actual ramp, has been developed by Rowe Methods, Incorporated, 2539 Detroit Ave., Cleveland 13.

Unit provides instant raising or lowering from a push-button control and features manual floating which automatically compensates for spring

(*Continued on page 75*)

(*Continued from page 60*)

warned that the method is one that "should be tried out carefully on one or two items at a time to determine whether or not the desired results will be obtained."

Norman Sorenson, president, Country Gardens, Incorporated, Milwaukee, in voicing his opinion, cited the successful results of the marketing method in his own group and explained how many problems which arose were solved.

New officers and four new directors were elected. Those so honored are: John Maggioncalda, Minot Food Packers, Bridgeton, N. J., president; David S. Johnson, Lord-Mott Company, Baltimore, first vice president; Robin M. Kirwan, Phillips Packing Company, Cambridge, Md., second vice president; John W. Rue, Easton, Md., secretary; and Mrs. Edith Lee Porter, Eaton, Md., treasurer.

New board members are: R. Lee Mitchell, F. O. Mitchell Company, Kennedyville, Md., Region 1; Thomas E. Shilling, Hampstead Packing Company, Hampstead, Md., Region 2; William S. Bonham, William Laning & Son Company, Bridgeton, N. J.; and A. L. Nelson, eastern division manager, California Packing Company, Swedesboro, N. J., Region 3. (Mr. Nelson was elected to fill out the unexpired term of W. Eral Wainright, resigned.)

Wisconsin Canners Association

Registrations at the Wisconsin Canners Association, held in Milwaukee, November 7 and 8, numbered 517.

Members and guests of the association heard timely reports on public relations, agricultural research, box studies, product promotion, and general business predictions.

Chairman H. J. McCarty of the Public Relations Committee reported the results of a thorough and complete public relations survey made by a private public relations concern. A suggested program for the association was made by a representative of the public relations agency. A vote on adoption or rejection of such a plan will be made (if not made already) by a mail vote.

A detailed review of the current promotion program as carried out by Can Manufacturers Institute, National Canners Association and such companies as Wierton Steel, was given the members.

Results of the NCA "Canned Foods Retail Cost Handling Study" were depicted via the now well known film, produced by the Don White Organization.

A technical report also was given on the results of 1955 tests with an experimental John Deere precision pea planter. Results showed promising possibilities, especially in the Alaska trial.

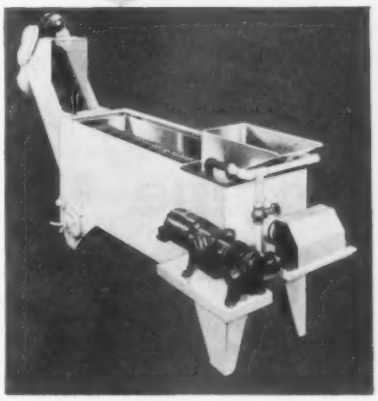
Principal speaker of the meeting was Sir Hugh Foot, governor of Jamaica. He spoke on his own experiences and thanked Wisconsin canners for their cooperation in hiring Jamaican workers.

The following directors were elected: northeast, R. R. Hipke, New Holstein; northwest, E. W. Sterr, Loyal; southeast, K. S. Kneiske, Sussex; and southwest, W. H. Stare, Columbus.

The board of directors elected the following officers: president, G. J. Verhulst, Sheboygan; vice president, W. H. Stare, Columbus; recording secretary, C. J. Blaska, Oconomowoc; treasurer, O. V. Otteson, New Richmond.

(*Continued on page 74*)

peel 'em CLEANER-FASTER-SURER ...with less waste



Robins ROTO-SCREW LYE PEELER

By lye treating stock to a uniform depth, this machine lets peelers and trimmers work faster, easier. Revolving, submerged screw conveyor eliminates floaters—reduces peeling and trimming losses. Time and temperature controls lets you treat stock to desired depth. Handles up to 3000 lbs. capacity (depending on product) yet occupies less floor space than other peelers of equal capacity.

See your Robins Representative or write for complete details, illustrated literature, prices, delivery.

THE ROBINS LINE INCLUDES EQUIPMENT FOR PROCESSING

APPLES • ASPARAGUS • BEETS • CORN • DRIED BEANS
LIMA BEANS • MARMALADES • OLIVES • ONIONS • PEACHES
PEAS • PEPPERS • PICKLES • POTATOES • PUMPKIN • RELISHES
SAUERKRAUT • SHRIMP • SPINACH • STRAWBERRIES
STRING BEANS • TOMATOES

A. K. Robins AND CO., INC.

Manufacturers of Food Processing Machinery Since 1855

713-729 E. Lombard St. • Baltimore 2, Maryland

Recently converted Bordo Carotene plant at McAllen, Texas.

Bordo Products Company Produces . . .

Carotene—A New Product

Carotene (provitamin A) is now being manufactured by the Bordo Products Company, Chicago. Production was started late last year when the company purchased a plant in McAllen, Texas, and immediately converted it in its entirety to an ultra modern plant containing all new machinery, some of European origin.

The purpose of the plant, according to company spokesmen, is based on the demand of the market for Carotene as a natural coloring and fortifying product. It especially meets the demand for a "natural" product that contains no artificial solvents or chemicals. Carotene, produced from carrots, was developed and laboratory-produced originally by Dr. Friederich Tiedt, a research chemist, formerly of Munich. It is produced under U. S. Patent No. 2656274.

Carrots, grown under contract with Rio Grande Valley farmers, are harvested and transported to the plant where they are sorted, carefully washed, and ground to specific requirements. The grinding is accomplished by use of a German-manufactured, high-speed precision grinder.

After adding vegetable oil as a natural solvent for the Carotene, processing is carried out in special mixing apparatus and centrifugal separators. A short refining renders the product, which has a lively, dark red color, ready for packaging.

Carotene is packed in hermetically sealed containers under nitrogen. Almost any kind of oil is suitable, depending on customers' desires; most popular are cottonseed, soya bean, olive, peanut, and butter.

Addition of Carotene, according to the manufacturer, enhances products such as margarine, butter, cheese, hard fats, bakery goods, pastries, salad dressings, shortening, and pharmaceuticals.

The remaining pulp of the ground carrots is dried as a by-product for use in livestock feed and some food lines.

Bordo officers anticipate a potential American market in excess of eight million pounds in addition to a substantial export business. More domestic production units are being planned for the West Coast and northern states.

E. G. Stranz, sales manager; Kerman Stroman, factory superintendent; and Dr. Friedrich Tiedt, inventor of the carrot grinding machine, inspect the grinder.

for the Tough Job of Green-Crop Harvesting...

Rugged HUME Equipment

HUME Cut-Lode Harvester. Capture the peak of goodness in spinach and greens — harvesting is completed in one operation. Fits most tricycle-type, 3-plow tractors. PTO.

Tough, heavy crops are taken in stride!

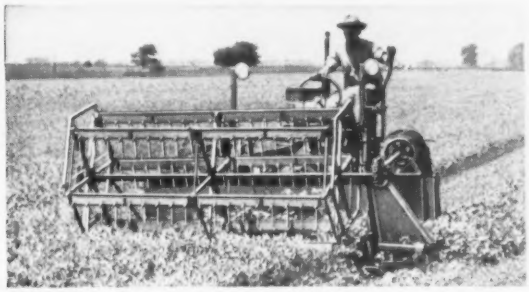
Sturdy, high-speed HUME Equipment delivers the load in a loose, fluffy condition — no tangling or roping . . . easy to pitch.

You can be sure of a timely harvest of field-fresh, top-quality crops with HUME Equipment.

H. D. HUME COMPANY • **Mendota 1, Ill.**
Specialized Farm Equipment

When repairs are needed, be sure you get GENUINE HUME PARTS — made in the same factory as the original machine and by the manufacturer most interested in its efficient operation.

HUME

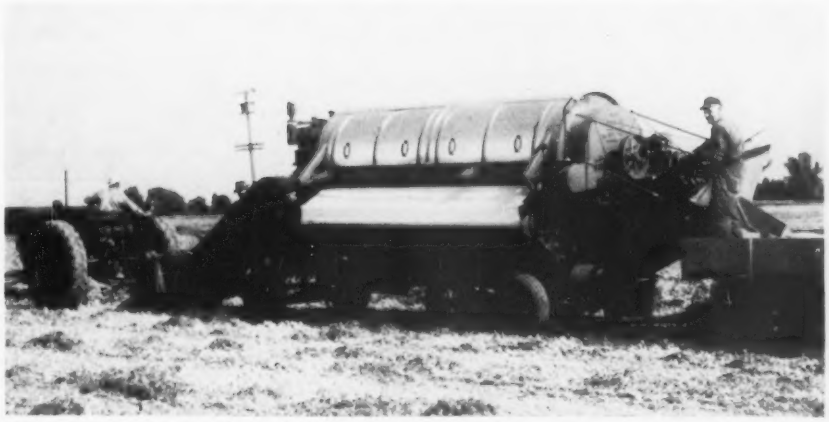


HUME Tractor-Rower. Cuts and windrows in one operation. Available in 7- and 8-foot models. Attaching bundles available for almost any make tractor.

HUME Green-Crop Loader. FAST... handles up to a ton every 90 seconds . . . with less man power. Clean pickup from windrow. SAVE Labor . . . cut cost . . . reduce overhead. PTO.

Sales Branches: **HUME PRODUCTS CORP.** • **Mechanicsburg, Pa. and Beaver Dam, Wis.**

Combine PEAS! LIMA BEANS!



- Threshes tender peas and lima beans cleanly . . . and with a minimum of damage.
- Eliminates costly hauling of vines to and from stationary viner units.
- Mobility enables the combine to be operated efficiently throughout entire harvest season.
- May be transported at high speeds on the highway.
- Labor cost drastically reduced.
- Large capacity.
- Rugged construction.
- Complete with power unit.

This fully field-tested and proved combine did an outstanding job for a number of leading packers during the 1955 pea and lima bean pack. Write or wire today for complete details and price information.

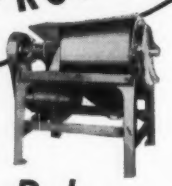
VISIT OUR BOOTH . . . NO. 14 SOUP AVE. at the NATIONAL CONVENTION. SEE SCALE MODEL EQUIPMENT IN ACTION

THE SCOTT VINER CO.

1224 KINNEAR RD.
COLUMBUS 8, OHIO

CANNERS

SOLVE YOUR **PULPING PROBLEMS** WITH . . .



Indiana
E-Z Adjust Pulper

Exclusive E-Z ADJUST feature gives you these advantages:

- No shutdowns or delays to make adjustments
- Instant change in "clearance" between paddles and screen
- Effective control over quality of product

Under peak load production you need a pulper you can depend on. The Indiana E-Z Adjust is it . . . a rugged performer that delivers twice the volume of ordinary pulpers of comparable size—25 to 30 tons per hour with only a 10 hp. motor! The instant control feature—a development of Langsenkamp's modern research—eliminates waste due to raw stock . . . assures a product of maximum quality.

F. H. LANGSENKAMP CO.
227 East South Street Indianapolis 25, Indiana

(Continued from page 71)

A report on the experiments conducted with the cooperation of the Institutional Wholesale Grocers, on the use and loading patterns of the No. 10 can in boxes, was made. Although results of the tests are still inconclusive, it was felt that they should be continued in an effort to reduce damage in transit to packages of this nature, especially in rail transportation.

Although a detailed report is not available concerning the annual business meeting of the Utah Canners Association, it is possible to reveal the names of the new officers elected for the coming year. Angus G. Stevens, Stevens Canning Company, Ogden, was elected to the presidency; William R. Eddington, Eddington Canning Company, Springville, was elected vice president; and Harvey L. Cahill, Ogden, was reelected as secretary-treasurer.

Fresh Packed
News of the Convention
Food Packer—February Issue

ADVERTISERS' INDEX

American Can Company 48-49
Anchor Hocking Glass Corp 6-7
Angelus Sanitary Can Machine Company 65
Associated Seed Growers, Inc. ..... Outside Back Cover

Ball Brothers Co. ..... Inside Back Cover
Barnes Co., W. F. & John 70
Berlin Chapman Company 75
Brockway Glass Co. 19
Buffalo Weaving & Belting Co. 66
Burt Machine Company 69

Callahan Can Machine Co. 61
Campbell's Book 42
Cellu-san Div. (Darworth, Inc.) 26
Chisholm-Ryder Co. 68
Continental Can Company 28
Crown Cork & Seal Co., Inc. (Can Division) 20-21

Diamond Crystal Salt Company 18
Dodge & Olcott, Inc. 14

Ferry-Morse Seed Co. 11-12
Food Machinery and Chemical Corp. (Canning Machinery Division) 8-9

Griffith Laboratories, Inc. 39

Hardie Manufacturing Co., The 67
Hazel-Atlas Glass Company 47
Heekin Can Company 3
Hume Co., H. D. 73

Langsenkamp Co., F. H. 74

Manitowoc Engineering Corp. 59
Metro Glass Co. 15
Morton Salt Company 22-23

National Can Corp. 24
Northrup, King & Co. 63

Owens-Illinois Glass Co. 16-17

Paisley Products, Inc. 27
Pfizer & Co., Chas., Inc. 51

Robins & Co., Inc., A. K. 71

Scott Viner Company, The 73
Speas Company 69
Stange Co., Wm. J. 4
Swift & Co. (Adhesives Div.) 25

Tygart Valley Glass Co. 53

Urschel Laboratories, Inc. 45

Warner, Lansing B., Inc. (Canners Exchange) 10
White Cap Co., The 40-41
Woodruff & Sons, F. H. ..... Inside Front Cover

Classified advertising

Count 5 average words per line. Rate 65 cents per line. Minimum charge $2.50. Cash with order, no discount allowed.

When answering "blind" advertisements address box and number shown care of

THE FOOD PACKER
139 N. Clark St., Chicago 2, Ill.

For Sale—Machinery & Equipment

FOR SALE: (1) Niagara #110-20 Stainless Steel Filter 110 sq. ft.; (1) Hope type 18 stainless steel single piston filler; (50) Stainless Steel Tanks from 30 gal. to 10,500 gal. cap. (Some with mixers). (25) Aluminum Storage Tanks up to 3200 gal. cap. (30) Stainless Steel and Stainless Clad Steam Jacketed Kettles from 40 gal. to 500 gal. (Some with agitators). Lot of Welded Steel Tanks with Lastiglas and mammut lining (from closed breweries) — 4300 gal. to 23,000 gal. sizes. 30 Wood Tanks — 4500 gal. to 14,000 gal. sizes.

PERRY EQUIPMENT CORP., 1405 N. 6th Street, Philadelphia 22, Penna.

For the first time in history — 2 *LAMSON CARTON PALLETIZERS* for sale!

Available for immediate inspection and prompt shipment, still erected as currently being used, two Lamson automatic "pallet loaders", latest design, as being used by H. J. Heinz, Hershey Chocolate, Lever Bros., Procter & Gamble, Anheuser-Busch, Ballantine, California-Hawaiian Sugar, Ralston Purina, Burger, Coors, Dow, Falstaff, Genesee, Iroquois, Liebmann, Lucky Lager, Maier, San Francisco, Simon, Erie, Fitzgerald, etc.; complete with AC motors, approx. three "cartridges" on each for different carton load, and with approx. 1400' belt conveyor and motor drives; can be purchased as complete installation or individual units at *prices approx. 50% of new*, offered subject to prior sale. Blueprints, details upon request. Option for inspection upon request also.

Write Box 87, Food Packer.

REFRIGERATION — In Wyoming, one Baker ammonia compressor with 75 HP motor, horizontal shell and tube, welded steel condenser and separate receiver, hundreds of dollars worth of ammonia pipe and fittings, still erected, bargain price.

Write Box 88, Food Packer.

BOILERS — 2 B & W 600 HP each boilers, passed all inspection recently, ASME, including stokers, oil, water filtration equipment, etc., a fraction of replacement cost, immediate delivery, inspection invited Chicago.

Write Box 89, Food Packer.

FOR SALE — Reconditioned Standard Knapp Model F packer, immediate delivery and a real bargain, with elevators, motor, etc.

Write Box 90, Food Packer.

STORAGE TANKS — Located San Diego, California, we have three 8060-gallon each, one-piece steel tanks, 10' O.D. x 12' long; two 5580-gallon each, same as above, 7'6" O.D. x 18'8" long, plus four ASME tanks for 250 p.s.i., 30" dia. x 10'6"; can be purchased individually. All subject to prior sale; inspection invited.

Write Box 92, Food Packer.

QUART RINSERS — U. S. Bottlers Machinery automatic rinser, will handle all bottles up to half pints, fifths, and quarts; recently rebuilt with new AC motor, Style 12-US, cap. up to 60 or more bottles per min., real bargain, f.ob. Western New York plant.

Write Box 91, Food Packer.

WATER FILTERS — 2 Used Niagara diatomaceous earth filters, capacity 300-400 gpm each, or total of 600-800 gpm; having 15 Niagara Model leaves and total area of 330 sq. ft. each filter (which can be increased by adding 6 leaves to 440 sq. ft. each, and increased capacity to 500-600 gpm each), 48" dia. steel tank with patented quick-opening cover, 5" manifold, leaves on 2" centers; separate precoat tank, and Madden diaphragm pump; complete installation, can be seen in operation and available for immediate delivery; further details upon request.

Write Box 93, Food Packer.

Choice Business Opportunities

FOR SALE: 60,000 bushel cold storage with 10,000 square feet floor space suitable for processing. Located in the heart of southwestern Michigan fruit belt on C & O siding. Freight elevator, lift truck, pallets, grader, water and sewerage. Fireproof tile construction.

BANGOR FRUIT GROWERS' EXCHANGE, INC.,
Bangor, Mich.

Help Wanted

SALESMEN

For canning machinery sales and customer contact work. Several openings available. Applicants with mechanical or chemical engineering degree and cannery experience preferred. Please send resume of education, experience, references, salary requirement and recent photo, if available, to:

Canning Machinery Division
FOOD MACHINERY AND CHEMICAL CORP.
Hoopeston, Illinois
Attention: John R. Hughes, Personnel Mgr.

Wanted

Assistant Superintendent, experienced in all cannery operations, fruit and vegetable packs. Prefer man under 45.

Write for personal history form, detailed qualifications.

Tri-Valley Packing Association, 240 Battery Street, San Francisco 11, Calif.

What's New?

(*Continued from page 70*)

deflection of truck bed during transfer operations. Standard width of the new ramp is 6 ft. with lengths ranging from 5 to 10 ft.

Ramp assures efficient transfer operations

WHERE FOODS ARE PROCESSED IN A REVOLVING AGITATING CAGE!

Four BERLIN CHAPMAN Sterilizers at the Streator Canning Company, Streator, Illinois, showing how filled crate is wheeled into the sterilizer crate revolves slowly at speed of 16 r p m

BERLIN CHAPMAN Sterilizer

To obtain better retention of flavor, color, and vitamins, the BERLIN CHAPMAN Sterilizer is widely used by the largest packers of food in the United States . . . originally designed for evaporated milk, hundreds of these machines that have been in use for over twenty-five years are still performing satisfactorily. Usually set up in a battery of 4 or 5 for one line of food at 120 cans per minute . . . made in three sizes to hold thirty, twenty, or fifteen cases of tall cans . . . equipped with one cage, one cage truck and one set of 96 trays . . . all shells are tested to 40 lbs. hydraulic pressure for working pressures up to 20 lbs. Also ASME code stamping.

Write for complete information . . . if you do not have the complete BERLIN CHAPMAN Food Processing Catalog, ask for a copy.

SEE THE NEW

Berlin Chapman Pickle Washer in Booth 15, Relish Avenue at the National Canners' Convention, Atlantic City, January 19-21.

Other Berlin Chapman *Equipment*

- RETORTS COOKERS
- WASHER GRADERS TANKS
- SCALDERS BLANCHERS
- CONVEYORS ELEVATORS
- TOMATO CORN PEA PROCESSING EQUIPMENT

SEND for complete catalog on full line of equipment

BERLIN CHAPMAN CO.
BERLIN · WISCONSIN
Food Processing Machinery Since 1909

Man-Of-The-Month

William U. Hudson
Vice President
Gerber Products Co.

For more than 34 years, William U. Hudson, president-elect of the National Canners Association, has been a leader in the canning industry, and for the past 13 years has been the guiding factor in production and research operations for the Gerber Products Company, one of the world's largest baby food manufacturers. During this time he has accepted with admirable New England stoicism the inevitable salutation of his friends, "Hi, Bill – is the baby food business still booming?" Bill just grins, nods his head, and again with the loquacity inherited from his New England forefathers, answers, "Yep" – in full truthfulness.

William Hudson is a native New Englander, born in Montpelier, Vt., October 13, 1896. A cross-continent migration early in life with his family found him in California before he was through grammar school. He completed his high school education on the west coast and later attended the University of California from which he received a degree in mechanical engineering.

Before graduating from the university he joined Uncle Sam's military forces and emerged a second lieutenant at the end of hostilities in World War I.

Athletic Interest

Few people in his present circle of acquaintance know it, but Bill Hudson at one time was better than just a fair ball player, having played on the University of California varsity team during his college career. While attending college he went to Alaska as assistant district estimator on the Turnagain Arm Division of the railroad being constructed from Seward to Fairbanks, Alaska, by the Department of Commerce. But this was not his only reason for going, he was also to play ball in the eight-team league organized by the division. As Bill gleefully recalls the story, "Due to a cable failure, I found that they had not received my transportation in Seattle. The only way I could get up to Alaska was to sign on as a station man's laborer, buy a couple of blankets and find a bunk in the hold of the Army Transport Crook. The 11-day trip cost $5.00 for meals and even that was expensive for me at the time. But I kept warm easily I – slept just to the rear of 15 horses."

After receiving his army discharge and reentering the university he went east with the U of C baseball team and made a host of friends in his visits to 29 opponents' campuses. For some reason or other, despite his adeptness in the national pastime, he decided against a professional baseball career, for which he had several offers, and cast his lot with the Goodyear Company. He attended Goodyear's training school for several months and was just "getting my teeth into the job" when the post-war depression of the early 20's hit the nation. In that the duties in his new-found position were non-productive, he found himself a member of the great army of the unemployed with thousands of other men of that day.

Undismayed, he returned to California and accepted a position as an automobile salesman. However, in that car sales were hitting new lows every day, the position did not offer much of a future or steady income. Being a young man of healthy appetite, Bill looked for more lucrative employment. This search proved to be the first step toward his life-long canning career and the founding of the Hudson dynasty, if it may be called such.

Enters Canning Field

Early in 1921, he settled in Yuba City, Calif., where he organized and ran a farmers' marketing organization which included selling sprays, fertilizers, seed, etc. In this position he also marketed live stock and crops, which included buying produce for the Winters Canning Company. Shortly after, he decided that the canning company offered a promising future. As a result he was offered, and he accepted, the position of assistant plant superintendent.

Another important decision which he made at this time was to get married. He and Ruth Harter of Yuba City took the marriage vows in 1923. (Incidentally, the Hudsons are parents of four and the doting grandparents of seven).

In 1928 Bill Hudson was appointed production manager for the Harter Packing Company in Yuba City, where he remained for about one year. His next position was with the Hunt Brothers Packing Company, as general superintendent in the San Francisco plant.

Five years later he made the most important move of his life. In 1934 he and several associates organized Elmhurst Packing, Incorporated, in Oakland, Calif. In the new venture he served as director, treasurer and production manager. Nine years later Elmhurst merged with the Gerber Products Company, Fremont, Mich., and Bill Hudson became first vice president in charge of production and research.

His inborn faculty of knowing what to do and when to do it, plus his possession of canning and management know-how have led him to a steady and unfailing climb up the ladder of success in his chosen field.

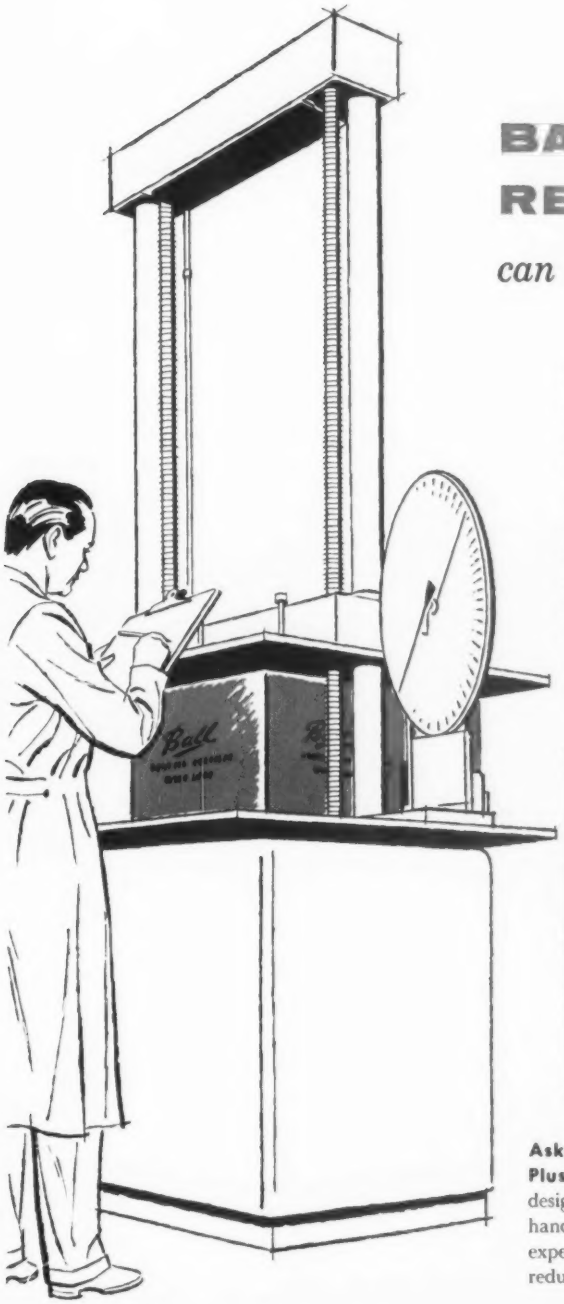
Myraid of Offices

At the present time he is a director of the Gerber Company as well as a director of the Gerber Plastic Company, St. Louis; and the Gerber-Ogilvie Company, Niagara Falls, Ont. He also is a trustee of the Gerber Baby Food Fund.

His devotion of time and effort to the affairs of the National Canners Association during the past years are well known in the industry. He has served on the association's Administrative Council and on the Raw Products Committee, Western Laboratory Committee, and the Western Technical Committee on Baby Foods. Prior to these positions he gave service on the Western Laboratory Building Committee and the Western Branch Laboratory Advisory Committee. In addition to his several positions on NCA committees he is a director of the Oakland (Calif.) Chamber of Commerce, the California Manufacturers Association, and the Oakland Area Council of the Boy Scouts of America.

His philosophy is best summed up in the advice given a young, inexperienced employee, who was about to receive an unexpected and rapid promotion, "Be humble! Humility is the one common trait in all great leaders. People meet on common ground if they look at each other as humble people."

CALL Ball and GET MORE THAN GLASS!



BALL PACKAGING RESEARCH COUNSEL

can help you cut shipping costs!

It's a case of sound judgment to order your glass containers and metal closures from BALL. For this entitles you to our "Packaging *Plus*" Service: expert counsel on any processing or packing problem.

Consider your shipping cases. Specialists in our Packaging Research Laboratory, using the latest testing equipment such as shown here, can determine the *minimum* materials required to deliver your product safely . . . help you avoid the waste of either *underpackaging* or *overpackaging*. Other tests help you pick the best structural design for your cartons, and maintain rigid quality control.

A CASE HISTORY

One Ball customer reduced average bottle shipping-breakage by 55% per car and their average damage claim (in dollars) by almost 46% over the previous year. A factor which contributed greatly to these reduced costs was a new shipping case which Ball's practical packaging men helped develop. And this new carton actually cost less than the one it replaced . . . *Another instance where it paid to "call BALL first of all."*

Ask about other Ball "Packaging Plus" Services . . . glass container design; technical counsel on materials handling, processing and filling—with experts in each area who can help you reduce costs or increase profits.

Ball

BALL BROTHERS COMPANY · · · MUNCIE, INDIANA

Offices in All Principal Cities

© 1956, B. B. CO.

JEFFERSON

Earlier than Rutgers • Resistant to cracking • Good interior color • Thick walls and solid flesh • Heavy yields • Highly resistant to wilt

All Asgrow tomato seed comes in
VIGORPAK®
for your protection

ASSOCIATED SEED GROWERS, Inc.

Breeders and growers of vegetable seeds since 1856

Main Office: New Haven 2, Conn.

Atlanta 2 • Cambridge, N.Y. • Exmore, Va. • Indianapolis 25 • Oxnard, Calif.
Memphis 2 • Milford, Conn. • Oakland 4 • Salinas • San Antonio 11

1856-1956
Asgrow
A CENTURY IN SEED

Food Packer

Canning Glasspacking Freezing

Mid-Month

NEWS LETTER

January 15, 1956

Northwest Canners & Freezers Merge

The *Northwest Canners Association* and *Northwest Frozen Foods Association* have voted to join forces. The merger took place January 9 in Portland, Oregon. It marks the first time that two long-established food producing associations, one frozen and the other canned, have made such a move. It combines approximately 65 member firms from both groups—firms which cover the three-state area of Oregon, Washington and Idaho, and who pack approximately a $261 million volume.

The Northwest Canners Association, meeting in Portland on its 42nd annual convention, January 6 and 7, expressed its approval of the merger by producing over the required two-thirds majority vote.

The Northwest Frozen Foods Association, now thirty years old, is the nation's first frozen food industry organization and is the father of the large national organization with headquarters in Washington, D. C. Meeting in closed session January 9, its membership also exceeded the required two-thirds majority vote of approval.

According to the associations, both have been working on parallel programs and with similar objectives since their inception. The merger will permit greater concentration of effort on problems of interest to the entire fruit and vegetable processing industry of the Pacific Northwest.

Pesticide Methods

The Association of Official Agricultural Chemists has announced the appointment of 23 chemists to test proposed methods and develop new methods of analysis for pesticide residues on foods. Simultaneously an invitation was extended to other interested chemists to assist in these studies. Those who would like to submit methods or participate in the collaborative work are invited to contact **William Horwitz,** Secretary, Association of Official Agricultural Chemists, P. O. Box 540, Benjamin Franklin Station, Washington 4, D. C. All of the chemists named to head the individual studies are employed by the *Food & Drug Administration* in its District laboratories or in its research laboratories in Washington, D. C.

The AOAC is the organization of state and federal chemists which for 72 years has been engaged in the developing and testing of methods of analysis which are required in the enforcement of laws and regulations dealing with fertilizers, pesticides, foods, feeds, drugs, cosmetics and related agricultural commodities. Methods of analysis are adopted as official by the Association only after collaborative studies in many laboratories, including those of universities and the regulated industries. Such studies must demonstrate that the methods are accurate and that they give reproducible results. Methods so tested by the Association have a preferred status in court testimony. Official methods for the older pesticides such as lead, arsenic, and flourine have been available for many years, and methods for DDT, benzenehexachloride and parathion have been adopted within the past few years.

Radiation Sterilization

The popular belief that sterilization of foods by nuclear radiation is just around the corner was recently shattered by **Dr. Leonard Reiffel,** supervisor of nuclear physics at *Armour Research Foundation* of *Illinois Institute of Technology,* Chicago.

"There has been a great deal of talk about radiation sterilization," he said in a year-end statement, "but the hard facts are that it doesn't look possible for the near future, at least.

"And for one good reason," he added. "Radiation sterilized foods taste, smell and look terrible!

"Certainly one of the most exciting possibilities of the 'atomic age' is the sterilization of foods by radiation. If this could be achieved, refrigeration would be a thing of the past and storage life of meats and vegetables on ordinary pantry shelves would be very long indeed."

What does seem possible, according to Dr. Reiffel, is radiation pasteurization—killing most, but not all, the bacteria. This requires much less radiation, does not destroy food quality, and still lengthens storage life under refrigeration.

"One can expect processes using a combination of mild irradiation and refrigeration to be a really important upcoming contribution of nuclear technology to man's well-being," he said. Radiation retarded spoilage will present fewer shipping problems, provide a supply of seasonable foods throughout the year and enable greater utilization of surplus foods.

Aside from food preservation, the physicist predicted that 1956 will see the completion of three or four important power-producing reactor prototypes. By the end of the year, the present wide choice of power reactor designs is expected to begin to narrow down a little.

Tuna Sales Up in '55

Despite a year marked with problems, the Southern California tuna canners report a satisfactory year volume-wise with a slight increase in sales over 1954. Figures released by the California Fish Canners Association show that member companies in the Terminal Island and San Diego areas packed and sold well over eight million cases during 1955. According to the *Tuna Research Foundation,* the sales figures were achieved in spite of increasing imports and an eight-week strike by the cannery workers union which closed down operations at both Terminal Island and San Diego.

Two annual promotions, "Summertime is Tuna time" and "National Tuna Week," pinpointed with special publicity programs, together with institutional and member advertising highlighting the campaigns, helped the movement of millions of cans of tuna.

New Acid-Salt Test For Pickles

A new test has recently been developed through the joint efforts of the *Morton Salt Company* and the *National Pickle Packers Association.* The test, available in a compact kit form approved by the *Research and Development Committee of the Pickle Packers Association,* enables a pickle processor to quickly, simply and accurately determine the acid and salt content of pickle brine. And the test is reportedly compact, practical, and versatile enough to be used right next to the can line or in the laboratory.

The testing for both the salt and acid is done through the use of the one-test kit, in which a sample of pickle brine can be tested by titration methods for acid and then for salt content. The object of this test is to promote the use of quality control methods in pickle plant processes.

The testing procedure and the Color Standard Stirring Rod are available free of charge from the Morton Salt Company, 120 So. LaSalle St., Chicago 3.

Freezers Report Sales Gain In '55

The annual survey of the *National Frozen Food Distributors Association* indicates that a total of 7.5 billion lbs., edible weight, of frozen foods were consumed during 1955, an increase of 10 per cent over 1954. Per capita consumption was 45 lbs., compared with 41 lbs. the preceding year and with only 17 lbs. six years ago.

This gain of 160 per cent in sales in just six years has spelled out a real revolution in food merchandising at the retail level, according to **Sam Vogel**, president of NFFDA. Virtually all the frozen foods shared in the 1955 sales gain, but the outstanding performers were the prepared frozen foods—mainly of the heat-and-eat variety. Pot pies are the leaders among these, outranking all other items in the frozen food cases in dollar sales, with one exception—orange juice.

People and Plants

Edmund S. Whitman, director of public relations for *United Fruit Company*, has accepted the chairmanship of the Fruits & Produce industry's campaign for the 1956 Greater New York $3 million appeal of the *National Foundation for Infantile Paralysis*. This is the second consecutive year that Mr. Whitman has served as chairman of the drive . . . *General Foods Corporation* through its subsidiary, *General Seafoods, Ltd.*, has concluded an agreement with *Edam Investments, Ltd.*, a wholly-owned subsidiary of *National Sea Products, Ltd.*, Halifax, Nova Scotia, whereby GF acquires all rights to the *Birds Eye* trademarks, inventories and business in Canada. No plants are involved in the acquisition . . . **Richard P. Godfrey**, former refrigeration engineer at the Exmore (Va.) freezing plant of *John H. Dulany & Son, Incorporated*, has been named assistant plant manager of the Fruitland (Md.) plant . . . **Philip Smith**, controller, *Fruit Growers Supply Company*, Los Angeles, has been elected to membership in the *Controllers Institute of America* . . . **Melvin Heller** has been appointed manager of *Milprint's* newly created frozen food and poultry packaging division . . . *Silver Skillet Brands, Incorporated*, Skokie, Ill., announces the appointment of **Arthur A. Frooman** as vice president of sales and advertising. Mr. Frooman is developing a new approach to marketing prepared foods, both frozen and canned, for consumer and institutional fields . . . *Ferguson-Langfield Frozen Foods*, San Francisco Bay Area frozen food distributing firm, has changed its name, effective January 1, to *The Langfield Company*. The company has also announced that it will enlarge its cold storage facilities with the addition of a new warehouse and distribution center located at West 135th Avenue and Alvarado in San Leandro . . . *Dodge & Olcott, Incorporated*, New York, announces the removal of their Chicago sales office under the direction of **Kenneth Hartley**, to 5537 North Clark Street, Chicago 40 . . . **Donald E. Langley** has been promoted to assistant general manager of *Taterstate Frozen Foods*, Washburn, Maine . . . **Frank Heimerl**, vice president of *Valders Canning Company*, Valders, Wis., has acquired from the estate of **William F. Christel** the right to manufacture the Texturemeter, with **Max R. Pankratz**, general manager of Valders Canning Company, handling the sale and distribution of the testing device. The texturemeters are now in manufacture and will be ready in time for the 1956 packing season . . . *Biow-Beirn-Toigo, Inc.*, has been appointed advertising agency for the *IXL Food Company*, San Leandro, Calif., packer and distributor of specialty food products . . . *C. H. Musselman Company's* 1956 advertising and merchandising promotion will break in mid-January on a week-in-week-out basis, with augmented schedules during "peak promotion" periods. Media to be used are newspapers, magazines, outdoor posters, radio and television. Major product-promotion will be on apple sauce and fruit pie fillings with the theme, "Made in the Pennsylvania Dutch Country. Wonderful Good!" . . . The Preserve, Maraschino Cherry and Glace Fruit Section of the *Canners League of California* announces the election of Section officers for the coming year. **Enzio Canova**, *Treasure Island Food Products*, Hayward, was elected chairman; **D. H. Stanbridge**, *California Packing Corporation*, San Francisco, was elected vice-chairman; and **Robert J. Marsh**, secretary . . . .

Obituary

King S. Weeman, 83, president of the *Shawano Canning Company*, died December 23 after a lingering illness. Mr. Weeman was vice-president of the *Wisconsin Canners Association* in 1933 and 1934, and served as president in 1935. He was a director of the *National Canners Association* for three years and had been in the canning business since 1915 . . . **Henry P. Nicklas**, 81, treasurer of the *Durand Canning Company*, Durand, Wis., died suddenly December 29. He was one of the original founders of the Durand Company in 1921 and had been treasurer since that time . . . **F. Henry Kiser**, 83, secretary of the *Whitewater Canning Company*, Whitewater, Wisconsin and the *Humbird Canning Company*, died January 2 . . . **Frank Leonard**, 47, plant manager of the Piereton (Ind.) plant of the *Consolidated Food Processors, Inc.*, died early this month . . . **Roe S. Clark**, president of the *Package Machinery Company*, East Longmeadow, Mass., died December 22.

Your Food Packer NEWS LETTER
139 N. Clark St., Chicago 2, Ill.

Sec. 34.66 P.L.&R.
U.S. POSTAGE
PAID
CHICAGO, ILL.
Permit No. 9525

University Microfilms
313 N First St
Ann Arbor Mich